



REGIONAL MUNICIPALITY OF  
**HAMILTON-WENTWORTH**  
ECONOMIC DEVELOPMENT DEPARTMENT

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1982

1982  
annual  
report



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Robotics Laboratory at  
McMaster University

Firestone Executives  
examining new  
product line

Trojan 42 wheel special trailer  
transports steel to U.S. market

Dofasco executives  
with their  
innovative rail  
undercarriage

Multi million dollar  
Burlington Street overhead  
corridor under construction

Pictured is a product line of  
Johnson-Firth-Brown, a newly  
established British firm

Artist's conception of proposed GO Transit Line  
for Hamilton-Wentworth

Canadian Bond Rating personnel  
with Regional staff embarking  
on tour of Region. Region  
rated AA-High

Students working at our  
Tourist Information booths

Research Reactor  
at McMaster  
University

CSS Limnos Research Vessel  
based at Canada Centre for  
Inland Waters in Hamilton  
Harbour

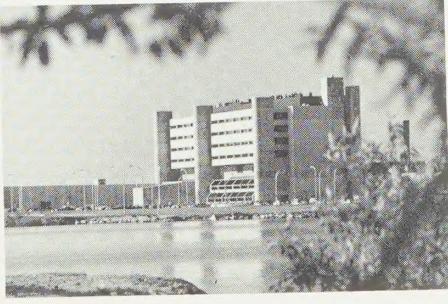
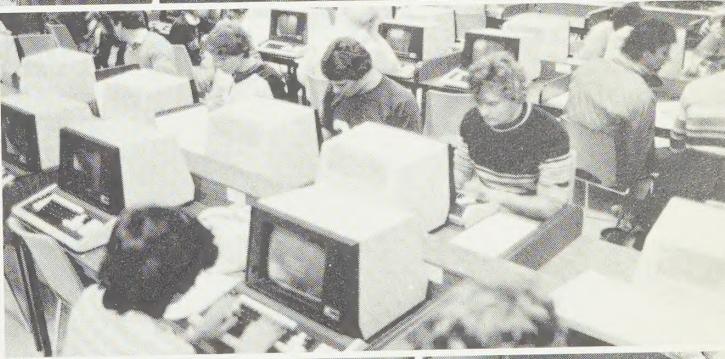
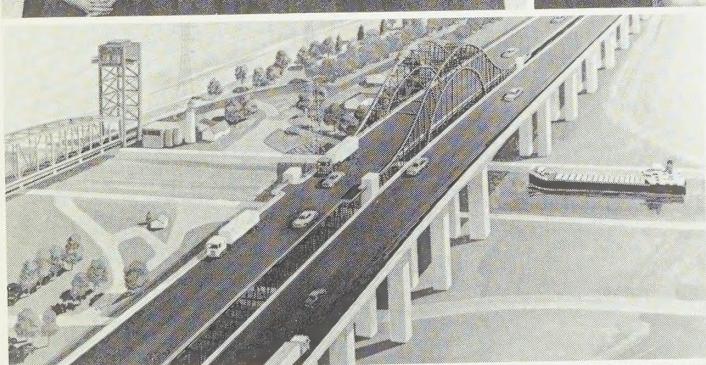
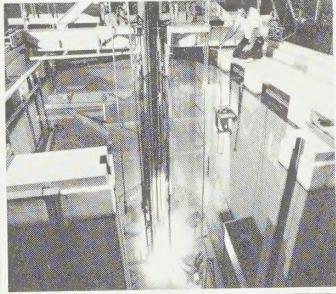
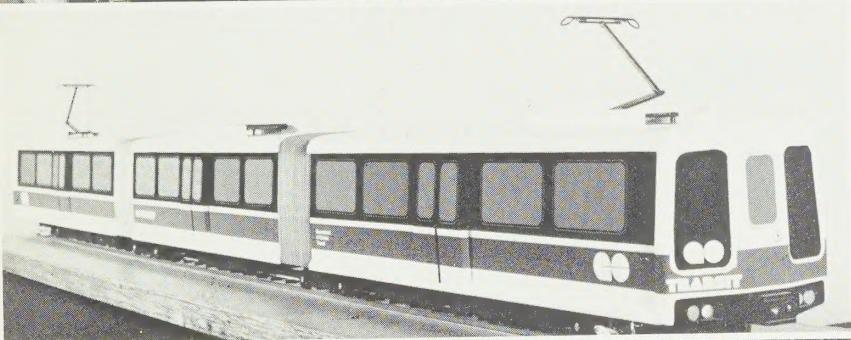
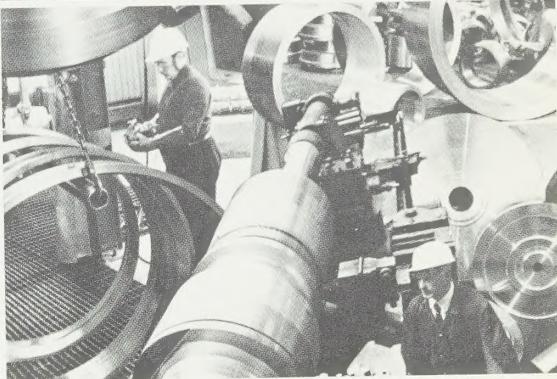
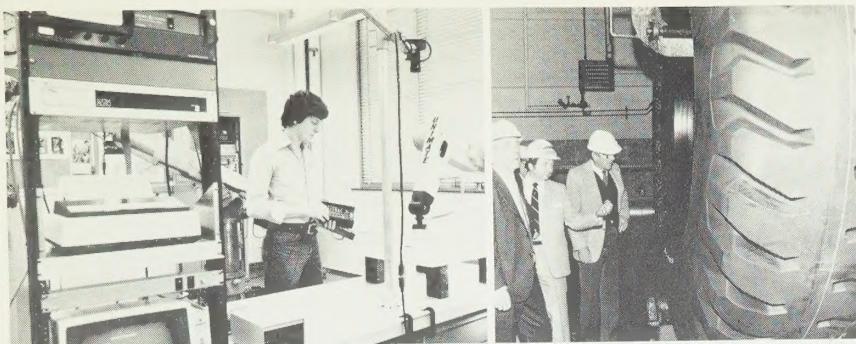
Artist's conception of proposed twinning  
of Skyway Bridge

Computer studies at Mohawk College  
expanding rapidly to meet industries'  
needs

New line of bus for Region's transit  
system

Canada Centre for Inland  
Waters at Hamilton  
Harbour

Controlled  
environment  
research  
laboratory in  
Region





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## EXECUTIVE OVERVIEW

## 1982 Economic Development Review

<u>BUSINESS</u>		<u>MAJOR PROJECTS ANNOUNCED</u>	<u>\$ MILLIONS</u>
Inquiries	636 - up 30% from 1981	Arena and Trade Centre	42.0
Firms Placed	91	GO Train Extension	N/A
New Employment	894	Twinning Skyway Bridge	100
Added Tax Revenue	\$319,100.	Burlington Street Overpass	32.5
Industrial Land Sold	4.71 acres*	Airport Expansion	50.0
Land Sale Value	\$206,631*	H.S.R. Maintenance Garage	13.7
Building Permits Value	\$65,120,452.		

TOURISM

(Registered Tourists)	
Royal Botanical Gardens	29,938
African Lion Safari	12,818
Confederation Park	6,267
Downtown Hamilton Gore Park	<u>4,777</u>
Total	53,800
	up 2.5%

CONVENTIONS

Conventions and Trade Shows	131
No. of Delegates	62,175
Revenue Generated	17,720,000

WENTWORTH HERITAGE VILLAGE

Total Attendance	33,127 - up 12%
No. of Tour Groups	334 - up 69%
Gift and Book Sales	\$26,199 - up 43%
Food Service Gross	\$26,383 - up 56%
Admission Revenue	\$50,482 - up 75%
Total Revenue	\$103,064 - up 41%

\* Refers to Municipally owned land



CONCLUSION

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The year just passed, 1982, as we forecast last year, has been the most difficult faced by local industry since the depression.

However, behind every dark cloud can be found some silver lining. Our inquiries from serious prospects rose by 30% to 636, (ninety-one firms expanded, relocated or started a new business) in the Region, (employing 894 new people and several major projects were announced.)

Our tourism promotion paid dividends with a registered increase of 2.5% and in excess of seventeen million dollars was spent by over 62,000 convention delegates in 1982 in the Region.

The Heritage Village substantially increased its educational efforts and tours to the Village were up by 69% to 334 separate tours.

1983 is looking better and we will be shifting our emphasis in 1983 to maintaining existing jobs and re-employing those laid off through a buy-local and joint venture and licencing program.

Consumer confidence is the key to our recovery - lower interest rates will go a long way toward restoring consumer confidence and restoring consumer buying.

In conclusion - why not buy a new Canadian car or house today.

John D. Morand,  
Director - Economic Development.



ECONOMIC DEVELOPMENT COMMITTEE - 1982

Chairman Anne H. Jones  
Ex-Officio

Councillor William McCulloch  
Chairman  
Alderman, City of Hamilton

Councillor William Sears  
Vice Chairman  
Mayor, Town of Stoney Creek

Councillor Vince Agro  
Alderman, City of Hamilton

Councillor Joseph Bennett  
Mayor, Town of Dundas

Councillor James Bethune  
Alderman, City of Hamilton

Councillor Fred Lombardo  
Alderman, City of Hamilton

Councillor Ann Sloat  
Mayor, Town of Ancaster

Councillor Betty Ward  
Mayor, Township of Flamborough

Councillor Donald Weylie  
Mayor, Township of Glanbrook

WENTWORTH HERITAGE VILLAGE  
HISTORICAL ADVISORY BOARD - 1982

Councillor William McCulloch  
Chairman  
Alderman, City of Hamilton

Councillor Chris Ward  
Regional Councillor  
Township of Flamborough

Councillor Donald Weylie  
Mayor, Township of Glanbrook

John Aikman  
Outdoor Education Resource Teacher  
Board of Education for the  
City of Hamilton

Charles Doubrough  
Chief Electrician  
Canadian National Railways  
(Hamilton area)

Glen Etherington  
Councillor, Ward 4  
Township of Glanbrook

Shiela Turcon  
Secretary/Research Assistant  
Bertrand Russell Editorial Project  
McMaster University



The Economic Development Department operates within the following Terms of Reference :

1. To project Hamilton-Wentworth's image as a prime Commercial and Industrial location, serving national, U.S.A. and increasingly offshore markets;
2. To project Hamilton-Wentworth's image as a prime Convention and Tourism location to Canadian, U.S.A. and International Organizations and to concentrate on a radius of 500 miles from a tourism standpoint; and,
3. The serving of established business and industries, e.g. assisting them in relocating to new sites within Hamilton-Wentworth, involving them in incoming and outgoing trade missions, provision of market and other business location data, liaison with other Regional Departments and local municipalities, other levels of government, trade associations, banks, transportation and utility companies, etc., providing publicity in conjunction with the Region's advertising agency, and assisting in many other areas; and,
4. To promote tourism within the Region by setting up co-operative marketing programs between the variety of tourist oriented organizations within the Region and to operate a chain of tourist information booths within the Region to direct tourists to areas of interest within the Region; and,
5. Communication with the business community and the public generally, on Hamilton-Wentworth's economic progress.

#### Objectives

The primary objectives of the Department's program are first, to diversify and expand the Region's economic base in terms of new investment and new employment opportunities with existing industries and then with new industry and, second, to strengthen the tax base and further to attract as many conventions and tourists to the Region as possible in order to strengthen the economic base of the service industries in the Region.

These objectives must be consistent with the Region's overall goals as may be established from time to time and must consider environmental impact so as to improve the quality of life.

#### Control

Three quarterly reports are made to the Economic Development Committee for reporting to Council. A monthly statement of accounts is obtained from the Department of Finance for continuous review and monitoring of expenditure. With the exception of photography, printing and graphic work, the annual report is produced in-house and released for distribution after Council approval.



John D. Morand  
Director, Economic Development

Carolyn Kawai  
Secretary to the Director

Arie Ashkenazy  
Consulting Economist

BUSINESS DEVELOPMENT DIVISION

Saad A. Ghanem  
Manager, Business Development

D. Ronald Rea  
Senior Business Development Officer

Gabe Macaluso  
Business Development Officer

Jeannie Kirkpatrick  
Stenographer

VISITORS AND CONVENTIONS DIVISION

Neil E. Williamson  
Manager, Visitor and Convention Services

A. (Ben) Bernie  
Conventions and Trade Show Officer

Mary McChesney  
Tourism and Trade Show Co-ordinator

Lynn Kingsbury  
Group Travel/Tourism Officer

Niloofer Irani  
Stenographer

WENTWORTH HERITAGE VILLAGE

Barry Lord  
Curator

Lorne Frost  
Land and Buildings  
Superintendent



BUSINESS DEVELOPMENT

1. Media Advertising Campaign
2. Lead Generation and Follow-up
3. Trade Fairs
4. Direct Mail
5. Brochure Creation and Promotion Aids
6. Newsletter

1. Media Advertising Campaign

- 1.1 To promote the viable economic environment of the Region and its location advantages;
- 1.2 To attract new businesses and industries to the Region by increasing the Region's share of mind among executives in Canada, Europe, U.S.A. and Japan;
- 1.3 To encourage existing companies to expand and relocate within the Region rather than leaving;
- 1.4 To market industrial land owned by the Region/City; and,
- 1.5 The Media Program for the 1982 Campaign will be reduced compared to 1981 in order to allow for shifting to more specific targets and direct contacts.

2. Lead Generation and Follow-up

- 2.1 To follow up leads generated from media, direct mail and referral sources, and to conduct tours of industrial, commercial and retail sites within the Region;
- 2.2 To enhance our performance in this area by furthering staff skills; and,
- 2.3 New cardex system and more usage of the word processing capability within the Department will be utilized.

3. Trade Fairs

- 3.1 To participate in national and international Trade Fairs and contact as many as possible of the exhibiting companies, and to hold interviews with company representatives who have shown interest in locating in Canada and advise them of the advantages of Hamilton-Wentworth; and,
- 3.2 To obtain direct contacts through international Canadian offices and banks in target market areas such as Germany, France, Finland, Japan and Switzerland. This is done to capitalize on the new economic trends in these countries and to maintain a competitive position with respect to other municipalities. Local ads will be placed in conjunction with planned visits in major industrial cities by staff members.

4. Direct Mail Response

To solicit potential interested companies nationally and internationally through the direct mail technique. Selective approach shall be followed to obtain effectiveness and take into account the rising cost of mailing.

5. Brochure Creation and Promotion Aids

- 5.1 To present to qualified prospects complete statistical data on Hamilton-Wentworth, providing pertinent facts and concise information;
- 5.2 To create individual specialized reports to large companies considering a location tailored to their particular site selection criteria;
- 5.3 To undertake economic research, analysis and reporting in areas required by Council; and,
- 5.4 To design and produce a portable display panel system for use in trade shows and other promotion opportunities.

## 1982 ACTION PLAN

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### 6. Newsletter (Skyline)

- 6.1 To provide high quality newsletter of positive information on Hamilton-Wentworth;
- 6.2 To keep in touch with the business community, potential industrial clients, local elected officials, municipal employees, Cabinet Ministers in the Federal and Provincial Governments, and trade union officials; and,
- 6.3 Volume 5 (4 quarterly issues) to report generally on economic development progress in the Region and each issue highlights a particular theme of activity, such as high-technology, the steel industry, etc.

### Local Promotion - 1982

This program includes the participation with Federal and Provincial Governments, local Chambers of Commerce, the Real Estate Association, McMaster University and Mohawk College with regards to information seminars, presentations on government expenditures and investments in research and development efforts and other development opportunities such as computer applications, small business and joint ventures.

## CONVENTIONS AND TOURISM DEVELOPMENT

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1. Conventions-Direct Response Mail
2. Conventions-Media Campaign Canada/U.S.A.
3. Conventions-Brochure Creation
4. Conventions-Travel/Accommodations/Tours
5. Tourism Development-Travel Trade Shows/Motorcoach/Shopping Mall
6. Tourism Development-Tourist Booths/Bus Information
7. Tourism Promotion-Direct Response Mail
8. Tourism Development-Media Canada/U.S.A.

### 1. CONVENTIONS - DIRECT RESPONSE MAIL

#### 1.1 Statement of Purpose

To acquire conventions for the Region by soliciting convention-oriented organization executives and corporate executives on a personal letter basis;

To raise the consciousness level of senior executives in Canada, U.S.A. and offshore that Hamilton-Wentworth is the place to come for their next convention;

Piggy-back C.G.O.T. Direct Response Program; and

To follow up one-on-one contacts from previous marketplaces and direct mail response.

#### 1.2 Objectives

To acquire 15 new convention/trade shows as a result of the Direct Response Program in 1983 for future years business;

To maintain up-to-date association/corporate mailing lists on the word processor; and,

To create a personalized mailing campaign to solicit conventions.

### 2. CONVENTIONS-MEDIA CAMPAIGN - CANADA/U.S.A.

#### 2.1 Statement of Purpose

To encourage Canadian, American and International meeting planners to bring their conventions to Hamilton-Wentworth in the future;

To encourage citizens of the region to invite their clubs, organizations and associations to meet in Hamilton-Wentworth at their next available open date;

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To advertise in very selected media to encourage companies and organizations to consider Hamilton-Wentworth as their convention site for their next open date;

To create sell-out situations in local hotels to create a market for new hotels;

To liaise with Hamilton Convention Centre and other major attractions; and

To enable effective one-on-one follow-up sales calls.

## 2.2 Objectives

To increase the total conventions/tradeshows to the Region as a result of the media campaign and associated follow-ups; and

To ensure effective blanket coverage via liaison with Convention Centre.

## 3. CONVENTIONS - BROCHURE CREATION

### 3.1 Statement of Purpose

To create a unique high-class brochure that can be used by convention organizers and by the Department in its marketing efforts; and

To raise the awareness of Canadian and American business people that Hamilton-Wentworth has excellent convention facilities and services to meet their needs.

### 3.2 Objectives

To have a high-quality brochure for convention sales and service purposes; and

To follow the process of research, creative design, production, distribution and follow-up.

## 4 CONVENTIONS - TRAVEL/ACCOMMODATIONS/TOURS

### 4.1 Statement of Purpose

To travel to government (Ontario/Federal) sponsored convention sales marketplaces;

To conduct familiarization tours for convention and meeting planners; and

To attend industry convention prospects.

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#### 4.2 Objectives

To become better known in the marketplace on a one-to-one or one-on-one basis;

To promote Hamilton-Wentworth as a viable convention destination; and,

To co-ordinate sales efforts with the Hamilton Convention Centre, local hotels, major attractions and transportation organizations.

### 5 TOURISM DEVELOPMENT - TRAVEL TRADE SHOWS/MOTORCOACH/SHOPPING MALL

#### 5.1 Statement of Purpose

To travel to target market cities within a 500-mile radius and meet with tour operators, motorcoach operators and organizations whose members travel in a group;

To entertain potential prospects and clients;

To market Hamilton-Wentworth via trade, consumer travel shows and government co-sponsored product marketplaces; and

To promote our many events to tourists.

#### 5.2 Objectives

To become better known in the market place on a one-to-one basis with the above;

To increase the number of tourists and motorcoach visitors in the Region by 10% in 1983; and,

To promote at five major shopping malls within 300 miles of Hamilton-Wentworth.

### 6 TOURISM DEVELOPMENT - TOURIST BOOTH/BUS INFORMATION

#### 6.1 Statement of Purpose

To provide convenience facilities where tourists can stop to get information pertaining to tourist attractions within the Region, and to give directions to tourists seeking the same;

To urge tourists to spend more time in the Region by:

a) directing them to tourist sites of interest within the Region; and,

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b) providing direction, to locations outside of the Region while, at the same time, providing information on cities along the route that they are within the Region; and,

To present a cheerful, frendly image of Hamilton-Wentworth via our local student employees.

## 6.2 Objectives

To increase revenue at local tourist attractions within the Region; and,

To promote tourism within the Region.

## 7. TOURISM PROMOTION - DIRECT RESPONSE MAIL

### 7.1 Statement of Purpose

To increase tourism into the Region by tour operators, motorcoaches and organizations who sponsor tours (by 15%); and,

To raise the consciousness level of tour and motorcoach operators, auto clubs, Chambers of Commerce, seniors clubs and others that Hamilton-Wentworth is the place to come for your next vacation.

### 7.2 Objectives

To direct-mail key these above promoters of tourism/motorcoaches and increase tourism by 15% in 1983.

## 8. TOURISM DEVELOPMENT - MEDIA - CANADA AND U.S.A.

### 8.1 Statement of Purpose

To increase tourist and motorcoach traffic to and throughout the Region; and,

To foster a more positive attitude among citizens of the Region.

### 8.2 Objectives

To advertise extensively to the motorist and motorcaoch trade to attract tourists to consider Hamilton-Wentworth as a location for a 'unique vacation'.



## BUDGET STATEMENT

ECONOMIC DEVELOPMENT

<u>GENERAL PROGRAMS</u>	<u>1982</u>	<u>1983 Projected</u>	<u>% Change</u>
a) Business Development	\$450,600	\$455,800	1.5
b) Local Promotion	41,770	48,530	16.18
c) Convention & Tourism	<u>332,370</u>	<u>392,226</u>	18.01
Subtotal	\$824,740	\$896,556	8.71
d) Revenue	<u>(8,000)</u>	<u>54,570</u>	582.13
TOTAL ECONOMIC DEVELOPMENT	\$ 816,740	\$841,986	3.09

WENTWORTH HERITAGE VILLAGE

e) On-going Programs	\$449,790	\$409,423	(8.97)
f) One Time Programs	---	1,000	--
	<u>449,790</u>	<u>410,423</u>	<u>(8.75)</u>
g) Revenue - admissions	201,450	195,000	(3.20)
- grants	<u>142,500</u>	<u>83,668</u>	<u>(41.29)</u>
TOTAL WENTWORTH HERITAGE VILLAGE	\$ 105,840	\$131,775	24.49

PUMPHOUSE

h) Expenditures	27,750	58,500	110.81
i) Revenue	<u>5,000</u>	<u>37,385</u>	<u>647.70</u>
TOTAL PUMPHOUSE	\$ 22,750	\$ 21,115	(7.19)

INDUSTRIAL LAND \*

j) TOTAL INDUSTRIAL LAND	\$1,000,000	\$713,000	(28.70)
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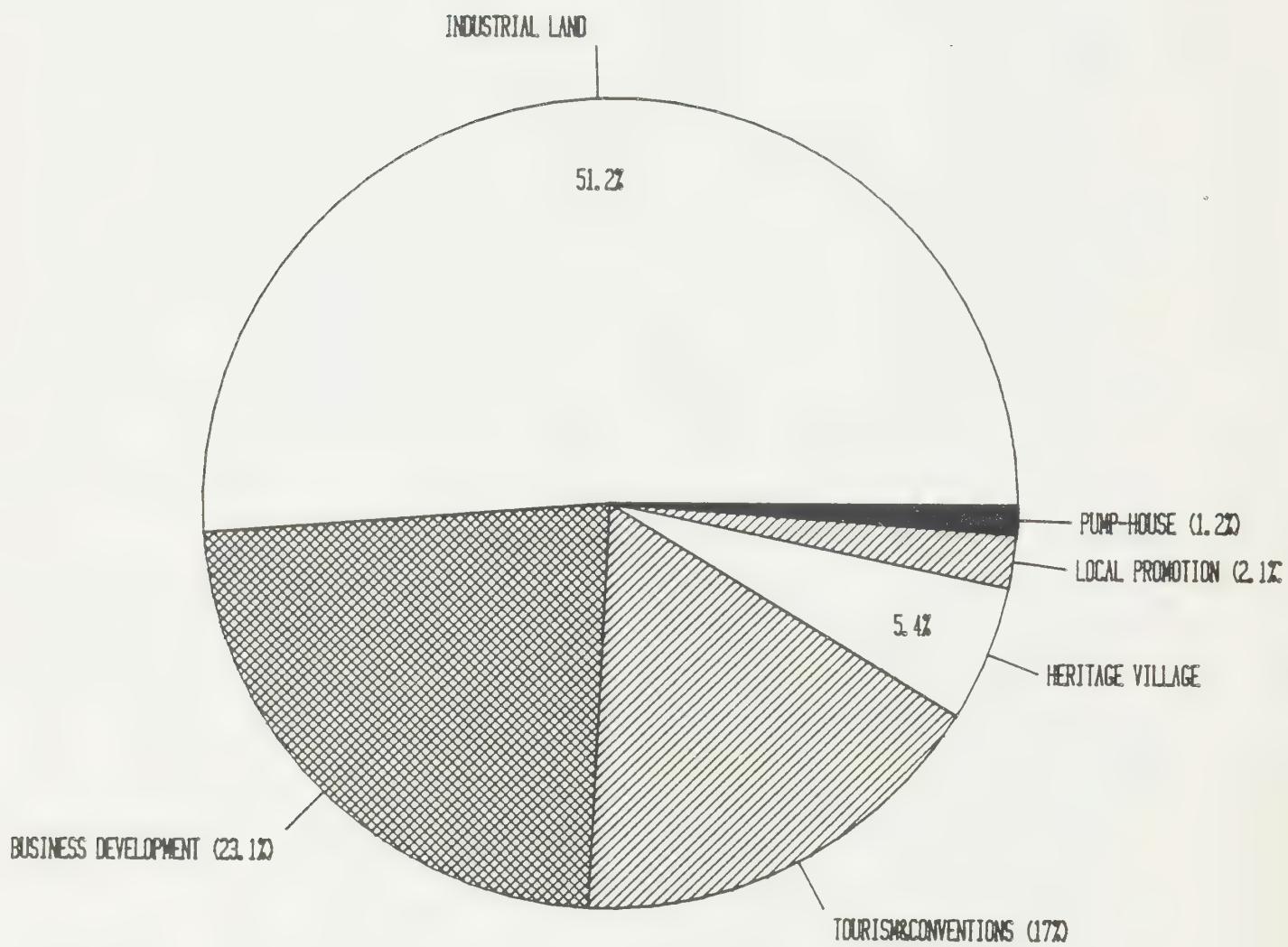
TOTAL ECONOMIC DEVELOPMENT COMMITTEE

Total Expenditures	\$2,302,380	\$2,023,929	(12.09)
Total Revenues	<u>356,950</u>	<u>316,073</u>	<u>(11.45)</u>
General Levy Draw	1,945,330	1,707,856	(12.21)

\* This fund is utilized to repay monies used from the capital levy for the acquisition of the land and the on-going development program, i.e. the land banking cost.

# ECONOMIC DEVELOPMENT EXPENDITURE-1982

## PERCENTAGE DISTRIBUTION



- (A) BUSINESS DEVELOPMENT
- (B) TOURISM AND CONVENTIONS REPORT
- (C) WENTWORTH HERITAGE REPORT

(A) BUSINESS DEVELOPMENT REPORT

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<u>Item</u>	
A.1	Highlights - Promotion
A.2	New Inquiries
A.3	Firms Placed at New Addresses
A.4	Inquiries still Outstanding
A.5	Inquiries Withdrawn
A.6	Companies Lost
A.7	Firms New to the Region
A.8	Firms Newly Formed
A.9	Internal Moves
A.10	New Speculative Construction
A.11	Major Expansions
A.12	Summary of Firms Placed by Category
A.13	Summary of Firms Placed by Municipality
A.14	Building Permits Summary
A.15	Performance Indicators
A.16	Industrial Land Sales

(A) BUSINESS DEVELOPMENT REPORT

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A.1 HIGHLIGHTS

All indicators seem to be pointing to an economic recovery for the year 1983. Interest rates have continued to decline in the fourth quarter and consumer confidence seems to have stabilized. Consumption, which accounts for approximately 60% of the gross national product will have to increase however, before a sustained recovery can be expected. Economists expect that consumer patterns could change in mid 1983.

The past year must be considered to be the worst the Department has encountered since its inception in 1975. Business closures and the increase in unemployed was not dissimilar from the rest of the country. Never the less, enquiries rose for the year 1982 and in fact, they represented an increase of 30% over 1981. Firms placed at new addresses numbered 91 which is down 67% from 1981. Expansions, newly-formed firms, internal moves and firms newly introduced to the Region are included in the above figure. The foregoing activity has resulted in 894 jobs and increased tax revenues of \$319,700.00.

Major projects and announcements for the year included a second new hotel in the Pigott Building, with which contact was established in 1981, the twinning of the Skyway Bridge, GO Transit extension and the Burlington Street overpass. In 1982, the servicing of the Ancaster and Kenora Avenue Industrial Parks commenced, adding more scope and diversity to the potential industrial structure of the Region. A number of firms have already expressed an interest in these parks so the Department looks forward to actively promoting the sale of industrial lots in 1983. Two options for the sale of approximately 6 acres are already signed.

While the Department continues to seek the relocation of firms into the Region, a major shift in activities is taking place whereby the Department is looking to extend and enhance business opportunities through the mediums of joint ventures and licensing arrangements. Often the establishment of a new plant can take up to three years while joint ventures or licenses may only take months to consummate. The end results provide equally important benefits to the community in employment opportunity and increased productivity.

The Real Estate and Development industries continue to be the prime sources of new business. It is encouraging to note that while in the past the Department introduced clients to those groups, they are now calling upon us to help finalize deals. We look forward to greater cooperation in the future. As well, the banks and other financial institutions are seeking our services more actively. Slowly, the Department is gaining a greater level of acceptance within the business community.

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## PROMOTION

### Advertising

The 1982 program was carried out through R.T. Kelley, the Region's advertising agency. This included placing of high quality advertisements in local and Canadian newspapers and business magazines, as well as major magazines with specific target readers in Europe, U.S.A. and Japan.

Records are kept on responses received and inquiries are processed promptly, with actions varying from mailing information material with letter, to phone or personal calls according to staff judgement.

### Direct Mail

This campaign was aimed at selected industries whose products or activities are felt to be compatible with the Region's economic environment, and those who would have a significant impact in the diversification of our industrial activities.

Leads are generated by advertising and direct mail, as well as referrals from different government departments, local business with whom staff keeps in close contact.

### Business Tours

Several clients from out of town were given tours of the Region to acquaint them with the amenities of Hamilton-Wentworth and show them industrial lands or facilities which may be suitable to their requirements. An example of this activity is demonstrated by a tour conducted for a high level delegation of Japanese financiers and industrialists, in conjunction with representatives of the Provincial Government. Another tour involved the Canadian Bond Rating Service. In this case the Department of Finance provided detailed information on the Region, along with other supporting material from this department. The result was the raising of the Region's credit rating to "AA High". These tours have a long term effect in enhancing the Region's image and its viable economic environment.

### Trade Fairs

Six hundred individuals visited our booth at the Hamilton Industrial Exhibition, which depicted the Joint ventures and Licensing opportunities. This has been effective in generating a number of enquiries from local companies who are presently pursuing a match with suitable foreign companies who expressed their interest in considering our Region for their entry into the North American market.

Staff members have participated in SITEV Automotive Parts International Trade Show in Toronto, in an attempt to generate leads and to bring about more awareness of the Region's capabilities in this sector.

A staff member has participated in attending the Ontario pavillion at the Hannover Messe and SITEV fair in Geneva as well as The Building Equipment and Materials Show in Helsinki. The same trip included direct contact and follow up on business leads generated during previous years and visits to those who indicated serious interest through correspondence.

More than 30 inquiries now on record are being handled as a result of those direct contacts. A number of these prospects have already visited the Region this year. Several serious prospects are now pursuing certain joint venture opportunities, manufacturing and commercial investments in the Region.

Because of the current depressed economic situation, the majority of those prospects are holding their decisions to move into the Region, but some have still gone ahead and established new plants or expanded their operation within the Region, such as Firth Brown of England, MEP of Italy, Amstel Beer of Holland and Hess Concrete Machinery of Germany. Staff is still closely working with the rest of our prospects.

#### Promotion Aids

##### Display panel

A new system with high quality picture presentation was finalized in 1982. The display panels are portable and have been used in several demonstrations in various trade shows and seminars in the Region and out of town.

##### Audio/visual

A super 8 film presentation on the Region's potential and advantages has been produced and a special portable projector with dual voltage and frequency capability is used to show the film, whether in our office or client's office, at their convenience.

##### Newsletter (Skyline)

Four quarterly issues were produced. The quality of this publication has been further improved in 1982 and it continues to receive favourable comments. Our newsletter is mailed out to about 4000 individuals on our mailing lists, in order to keep in touch and inform them of the economic progress in the Region. Different themes were used for each issue to secure better impact and recognition of the Region's potential.

##### Business Directory

The new 1982 bi-annual edition has been completed and issued for circulation. This Directory has been restructured so that each municipality has separate listings of manufacturing, commercial and service firms in that municipality by name only, followed by a services and commercial listing in alphabetical order. Each record shows the name and address of the firm, the contact person and phone number, the number of employees and the product or service associated with the company.

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Following the services and commercial listings is the manufacturing section. Each record is displayed in a similar manner to the previous listing but is shown twice; the first in alphabetical order and the second by industry type. In effect, it is a product guide.

The Department disseminates literature from other business groups and government agencies. When a firm makes an inquiry, information is readily available on ILAP funding, the BILD program, export support loans or the Ontario Development Corporation. Similarly, there is literature on hand from the Hamilton and District Chamber of Commerce, the Federal Business Development Bank and the Business Advisory Centre.

#### Industrial Parks Brochure

Our special brochure on regional industrial parks won an Award For Excellence in the Literature competition in conjunction with the annual IDAC conference.

#### Special Reports

A variety of special reports were produced in 1982 by the Department's in-house economist. A number of these reports are listed below.

#### Profile for Profit

This annual update is an exhaustive study of the economics and demographics of the Region. It includes breakdowns by industry sector of employment and numbers of firms; geographic locations and distances, climate, the transportation network and community facilities and amenities.

#### Made in Hamilton: Steel

The study, also known as "The Steel Report" has been widely acclaimed and is in great demand. It is a one-step reference book to the steel industry in Canada in general and in Hamilton-Wentworth in particular.

#### Hamilton-Wentworth Economic Review

A general overview of the Region's economic and demographic profile was produced in a compact format for insertion with the Business Directory. It can also be used as a separate promotional tool. The Leaflet itself also won an Award For Excellence at the IDAC conference.

#### Economic Impact Study for the Arena/Trade Centre

The report provides a cost/benefit analysis of establishing the Arena/Trade Centre.

Other reports conducted by the Department are on-going and available for perusal.

### Local Promotion

Local promotion is carried out in cooperation with the area Chambers of Commerce, the Federal Business Development Bank, the Ministry of Industry and Trade, the Business Advisory Centre and Real Estate practitioners and developers. The Department was involved with the F.B.D.B./Chamber of Commerce Small Business Seminar. Similarly, the Department participated in an export development seminar hosted by the Ministry of Industry and Trade.

The Department hosted a Real Estate Seminar and invited industrial/commercial realtors to attend and be apprised of developments of particular importance to them and the Region. The Chairman of the Region and Heads of Departments spoke to the attendees who were interested in learning about the phasing of services, new highway construction, industrial land developments and policy initiatives in planning and co-ordination.

The Region contributed \$20,000 toward "House Market '82" which was a campaign initiated by the Department and the Hamilton Branch of HUDAC to promote the reasonable costs of housing in the Region. It was estimated that over 100 new or re-sale houses were sold in Hamilton-Wentworth as a direct result of the program.

Officials of the Department have conducted interviews with radio, television and newspapers to further promote the Region, highlighting the efforts of the Department. This is an on-going process to maintain a high departmental profile before investors and businessmen, both within the Region and beyond.

Staff members continue to visit local firms on a regular basis. The thrust of the program is to anticipate problems and arrange solutions through the encouragement of joint ventures and licensing agreements, or quite simply by introducing one firm to another so that business can be conducted locally. One firm called upon this Department to assist in an "acclimatization" tour for employees who may be moving to Hamilton-Wentworth in conjunction with their expansion program. Camco has announced consolidation of its refrigerator and electric range lines in Hamilton. This is to increase the company's productivity and improve its competitive position. As a result, over 380 new jobs will be gained.

### Business Referral

The Department is often asked to refer client prospects or contacts to third parties in the area who would be hired to perform a service for the above noted individuals. The procedure normally followed is to refer the individual to a local trade organization, Chamber of Commerce or professional association.

Where such a referral is not available, Department staff normally would provide the names of three local companies who could meet the requirements stated to the Department. For instance, one company from outside of the Region asked Regional staff to refer them to a local lawyer, another to a sign manufacturer. In both cases, the name of several individuals or companies who could provide the service were prepared.

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In order to protect the confidentiality of these referrals and provide the general public with information on such Departmental activities, the list set out below shows the number and type of contacts. The request for such information was made in November of 1982 and staff has been keeping track of such information from that date.

To December 31, 1982, the following activities were recorded by Department staff.

1. Joint venture/licencing contacts: 10
2. Professional service referrals; lawyers, accountants, architects: 30
3. Request for Real Estate referrals: 20
4. Request for services or products: 60

#### Industrial Parks Management

Servicing of the industrial parks at Ancaster and Kenora Avenue commenced in 1982. It is expected that both will be ready for occupancy by early summer in 1983. Signage for these is in preparation, while signs for the Hamilton Mountain and Stone Church Industrial Parks have been erected. New sets of blueprints have been obtained and compiled for each regional industrial park. These drawings provide the general layout, subdivision plan, elevations, existing and proposed services, as well as lot size, dimensions and designated numbers. Also, updated sets of zoning by-laws were obtained. These documents are basic tools for the development officers, in order to better serve prospect clients being shown industrial lands and properties in the Region. Our management of the industrial parks is well coordinated with the departments of Real Estate, Solicitor, Finance, Engineering and Planning.

Members of the Economic Development Committee took a tour of the industrial parks in the Region and surrounding area to review progress, compare results and advise on future policies to assure adequate quality and quantity of land for industrial activities.

Grading and maintenance of the parks is on-going. The spreading of the top soil in the Mountain Parks was completed during the summer and refuse is cleared in order to maintain the quality and appealing atmosphere for prospective clients. Also, "NO DUMPING" signs were erected as a pre-emptive measure.

#### Hamilton Civic Airport

The expansion plans for the airport have been completed. A new airport manager has been hired. Necessary lands were expropriated and construction contracts have been and are being awarded. Work is underway on the site.

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McMaster School of Business has been commissioned by the Region to conduct a feasibility study on a Free Trade Zone within the Region. The relevant report has been completed and will be presented for wider discussions with the different levels of government, the business community, as well as interested groups or individuals. The enabling legislation remains the major hurdle for establishing a Free Trade Zone. Once the legislation is in place, the Region can expect industrial activities to occur with benefits in job creation and tax assessment.

Airlines are being contacted to attract new carriers to operate out of Hamilton Airport. The department has offered assistance for the airport promotion activities by providing a prominent display panel system at the arrival area, and also assisted in the design and production of ads for a new advertising campaign. A private company is still pursuing the possibility of establishing an air cargo terminal for warehousing distribution at Hamilton Airport.

#### Transportation

Three significant projects have been announced or are underway. The improvements on Burlington Street are proceeding on schedule and should be completed by the end of 1984. The elevated roadway will reduce congestion along the industrial corridor and greatly facilitate the transportation of goods and services.

The twinning of the Skyway Bridge will end what has been considered a major bottleneck and impediment to the growth of east Hamilton's and Stoney Creek's industrial base. The project is expected to be completed in the second half of this decade. Service road improvements are now underway in conjunction with the twinning project.

It has been announced that GO Transit will expand its rail operations into Hamilton. It is contemplated that ultra-modern trains will meet with regular service at Oakville. Passengers will transfer at that point. A new bus terminal is planned for construction soon. Its location will depend on the site selected from the proposed GO Transit terminal.

The transportation improvement will enhance the accessibility of the Region and increase its attractiveness, thus improving our industrial parks value and strengthen its competitive position.

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## Involvement with Professional Associations

### Ontario Industrial Development Council (O.I.D.C.)

Staff continue to participate in the quarterly meetings of the association and take active part in the ensuing discussions on topics pertaining to the practise of economic development. In 1982, the Region hosted the spring meeting of O.I.D.C. Elected officials from across the province were invited to exchange views with economic developers on creative ways to attract new businesses to their Region and on other subjects related to planning and development. It was conceded that the meeting was one of the council's most successful meetings ever.

### Industrial Developers Association of Canada (I.D.A.C.)

The national organization has a formal education program which was organized in cooperation with the University of Waterloo. Staff members are encouraged to attend these programs. Some have been awarded the I.D.A.C. Diploma and others are currently enrolled in the program. Two Ontario scholarships have been given to Department staff.

The 1983 conference will be held in Hamilton. Four hundred and fifty delegates and spouses are expected to attend the Conference.

### American Economic Development Council (A.E.D.C.)

This is the oldest organization of its kind in the world. Staff members have participated in some of its activities. The Director of the Department is the Chairman of the Certification Board of A.E.D.C. The 1986 Annual Conference has been awarded to Hamilton.

### Hamilton and District Chamber of Commerce

The Department cooperates closely with the area Chambers of Commerce which includes the Dundas Branch and also the Stoney Creek Chamber. Staff members participate in various committees of the Chambers.

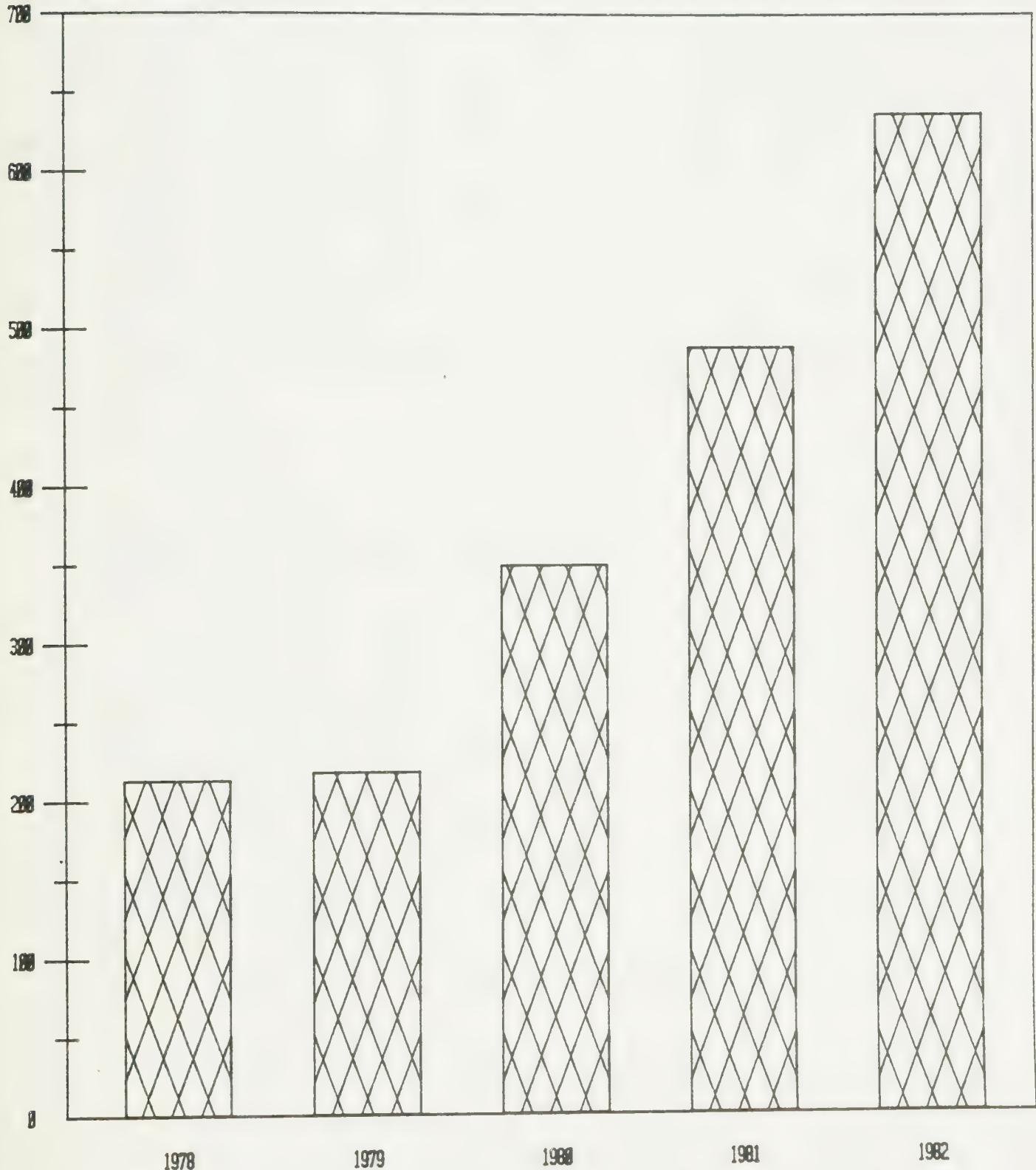
### The Canadian/German Chamber of Commerce

The Department is a member of the Canadian/German Chamber of Commerce. This entitles the Department to receive information on business opportunities in Germany and facilitates our penetration in the German market place. Staff members attend business meetings organized by the Chamber at which top speakers inform members of business opportunities between Canada and Germany. Further, our membership allows the Department to establish contacts in Germany in support of staff visits to Europe.

# NEW INQUIRIES

1978-1982

NUMBER OF INQUIRIES



A.2 NEW INQUIRIES FOR PLANT RELOCATION (1982): \*\*

	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>* %</u>
1. Jan. - Feb. - Mar.	74	49	33	97	109	223	104.59
2. Apr. - May - June	72	63	40	65	131	185	41.22
3. July - Aug. - Sept.	63	68	59	141	159	52	-67.30
4. Oct. - Nov. - Dec.	<u>43</u>	<u>32</u>	<u>86</u>	<u>45</u>	<u>90</u>	<u>176</u>	95.55
TOTAL	252	212	218	348	489	636	30.06

\* Percentage change with respect to same period of the previous year

\*\* Records are kept with respect to the origination of each lead in order to review the cost effectiveness of our marketing and media programs. These programs are reviewed and updated semi-annually.

A.3 FIRMS PLACED AT NEW ADDRESS (1982): \*\*

	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>* %</u>
1. Jan. - Feb. - Mar.	33	28	20	38	32	22	-28
2. Apr. - May - June	28	34	34	38	34 (21)	25	-26 ***(-5)
3. July - Aug. - Sept.	39	33	38	41	182	23	-88
4. Oct. - Nov. - Dec.	<u>30</u>	<u>31</u>	<u>49</u>	<u>42</u>	<u>30</u> (T07)	<u>21</u>	-30 ***(-14)
TOTAL	130	126	141	159	278	91	-67

\* Percentage Change with Respect to Same Period of the Previous Year.

\*\* The department records information on new and expanded industries. Such information is obtained from real estate brokers, banks, lawyers, accountants and developers as well as the department's own location service activites with new or expanded industries.

\*\*\* Excluding the openings at Lime Ridge Mall would result in an annual percentage decrease of 14%.

To date, the department has been directly involved in at least 41% of the cases referred to above.

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A.4 COMPANY INQUIRIES STILL OUTSTANDING (1982):

	<u>1981</u>	<u>1982</u>
1. January - February - March	72	223
2. April - May - June	89	185
3. July - August - September	83	52
4. October - November - December	73	83
TOTAL	317	543

TOTAL OUTSTANDING: 360

Inquiries are considered outstanding as long as the company demonstrates continuing interest in expansion or relocation. In some cases, the finding of a suitable property meeting all the company's requirements (rail, cranes, size, services, etc.) can take several years. This Department maintains records of the company's needs and when a property comes on the market, it is matched to the company's requirements.

A.5 COMPANY INQUIRIES WITHDRAWN (1982):

	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
1. January - February - March	9	11	25	32	61
2. April - May - June	14	16	16	8	16
3. July - August - September	17	20	13	15	50
4. October - November - December	<u>14</u>	<u>14</u>	<u>20</u>	<u>7</u>	<u>4</u>
TOTAL	54	61	74	62	131

Interpretation

The above are inquiries that have been withdrawn for such reasons as the following:

	<u>1980 TOTAL</u>	<u>1981 TOTAL</u>	<u>1982 TOTAL</u>
1. Decided To Expand On Their Existing Property	8	4	46
2. Were Unable To Raise Additional Financing	6	8	6
3. Renewed Lease On Existing Facilities	6	6	7
4. Looked Here But Went Elsewhere	7	12	13
5. Proposed New Business That Failed To Materialize	20	18	26
6. Abandoned Development Due To Economic Conditions	<u>27</u>	<u>14</u>	<u>33</u>
TOTAL	74	62	131

These classifications were established as a result of individual contacts and relevant notes are entered on the Confidential Inquiry Sheets.

A.6 COMPANIES LOST (1982):

	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
1. January - February - March	2	2	2	3	1
2. April - May - June	1	1	0	1	2
3. July - August - September	1	0	1	0	1
4. October - November - December	<u>1</u>	<u>2</u>	<u>1</u>	<u>0</u>	<u>0</u>
TOTAL	5	5	4	4	4

1982:

<u>COMPANY</u>	<u>FROM</u>	<u>TO</u>	<u>EMPLOYEES</u>
Rosedale Transport (Q1)	Hamilton	Mississauga	20
Niad Ltd. (Q2)	Ancaster	Brantford	7
Weldwood of Canada (Q2)	Hamilton	Toronto	15
Zenon Environmental (Q3)	Hamilton	Burlington	<u>25</u>
TOTAL			67

A.7 FIRMS OR BRANCHES NEW TO THE REGION (1982):

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>		
			1) Business	2) Realty	3) Total
1. Arzon Ltd. 80 Morley St. Hamilton, Ont (Q3)	Radiator parts (Manufacturing)	8	1) 2,600.00	2) ---	3) 2,600.00
2. Ashenhurst Nouwens Ltd. 180 James St. S. Hamilton, Ont (Q4)	Professional Engineers (Service)	4	1) 360.00	2) ---	3) 360.00
3. The Assoc. of Mentally Retarded 455 Cumberland Avenue Hamilton, Ont (Q3)	Retraining (Service)	10	1) 3,780.00	2) 6,300.00	3) 10,080.00
4. Barn Produce McLellen & Up Wentworth Hamilton, Ont (Q3)	Retail grocery (Commercial)	70	1) 5,400.00	2) 9,000.00	3) 14,400.00
5. Bell Communications Systems Inc. 438 Millen Road Stoney Creek (Q2)	Communication Systems (Service)	4	1) 2,520.00	2) ---	3) 2,520.00
6. Canadian Fuel Savers 150 Chatham St Hamilton, Ont (Q3)	Insulation (Manufacturing)	0	1) 3,240.00	2) 5,400.00	3) 8,640.00
7. Canal Electric 240 South Service Rd. Stoney Creek, Ont. (Q1)	Electrical Contractors (Service)	42	1) 3,240.00	2) ---	3) 3,240.00
8. Car Audio Clinic Ltd. 110 Frid St. Hamilton, Ontario (Q2)	Sales, installation (Commercial)	2	1) 540.00	2) ---	3) 540.00
9. Dominion Bridge 9 - 429 Dewitt Rd. Stoney Creek, Ont. (Q1)	Prefabrication (Manufacturing)	N/A	1) 1,024.00	2) ---	3) 1,024.00

FIRMS OR BRANCHES NEW TO THE REGION (1982) (Cont'd):

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>		
10. East-West Courrier Ltd. 139 Cannon St. East Hamilton, Ontario (Q2)	Courrier Services (Service)	5	1)	972.00	
			2)	---	
			3)	972.00	
11. Fortinos Supermarket Mountain Ind. Park Hamilton, Ontario (Q2)	Warehousing/Distribution (Commercial)	15	1)	10,800.00	
			2)	18,000.00	
			3)	28,800.00	
12. Greenbelt Produce 1635 Main St. West Hamilton, Ontario (Q2)	Vegetable Market (Commercial)	30	1)	3,528.00	
			2)	---	
			3)	3,528.00	
13. Guardsman Equip Leasing 161 Brockley Drive Hamilton, Ontario (Q2)	Equipment Leasing (Commercial)	3	1)	1,728.00	
			2)	---	
			3)	1,728.00	
14. Hamilton Hydro Nebo and Rymal Rds. Hamilton, Ont (Q3)	Electric generation (Service)	0	1)	25,200.00	
			2)	42,000.00	
			3)	67,200.00	
15. Insta-Prints 505 King St. W. Hamilton, Ont (Q4)	Custom Printing (Service)	3	1)	540.00	
			2)	---	
			3)	540.00	
16. J.F.B. Steels Ltd. 203 McNab St. S. Hamilton, Ont (Q3)	Steel Service (Commercial)	N/A	1)	N/A	
			2)	N/A	
			3)	N/A	
17. Kenworth (Hamilton) Ltd. 5 - 505 Kenora Ave. Hamilton, Ont. (Q1)	Parts distribution (Commercial)	3	1)	1,008.00	
			2)	---	
			3)	1,008.00	
18. L.C.B.O. 174 Catherine St. Hamilton, Ont (Q4)	Warehouse (Service)	N/A	1)	7,200.00	
			2)	12,000.00	
			3)	19,200.00	
19. Libbey St. Clair (Div. of Domglas) 81 Lloyd Street Hamilton, Ontario(Q2)	Retail Sales (Commercial)	4	1)	N/A	
			2)	N/A	
			3)	N/A	
20. Lumsden Bros. 181 Brockley Drive Hamilton, Ont (Q2)	Grocers & Warehousing (Commercial)	10	1)	7,537.00	
			2)	---	
			3)	7,537.00	

FIRMS OR BRANCHES NEW TO THE REGION (1982) (Cont'd):

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>		
21. M.C.H. Wood Products Margaret & Main Sts. Hamilton, Ont (Q3)	Wholesale Lumber (Commercial)	2	1)	648.00	
			2)	---	
			3)	648.00	
22. MacLawn Spray Ltd. 17 Hillyard Street Hamilton, Ont (Q2)	Lawn Care (Service)	5	1)	1,350.00	
			2)	---	
			3)	1,350.00	
23. McDowell Corp. 203B Arvin Ave. Stoney Creek, Ont (Q4)	Grinding media (Manufacturing)	15	1)	2,520.00	
			2)	---	
			3)	2,520.00	
24. Mercury Sheet Metal Inc. 200 Glendale Ave. N. Hamilton, Ont (Q4)	Exhause Systems (Manufacturing)	4	1)	2,160.00	
			2)	---	
			3)	2,160.00	
25. Niagara Oxygen Ltd. 2 Commerce Court Stoney Creek, Ont (Q2)	Gas Supplies (Manufacturing)	5	1)	1,440.00	
			2)	2,400.00	
			3)	3,840.00	
26. Occupational Health Care-A-Van 150 Mohawk Road Ancaster, Ontario(Q2)	Testing Labs (Service)	3	1)	N/A	
			2)	N/A	
			3)	N/A	
27. The Old Fish Market 157 Main St. E. Hamilton, Ont. (Q1)	Restaurant (Service)	60	1)	1,800.00	
			2)	---	
			3)	1,800.00	
28. Peter Van Egmond & Sons Ltd. 460 Parkdale Ave. N. Hamilton, Ont. (Q1)	Siding, eavesdropping, etc. (Manufacturing)	10	1)	4,800.00	
			2)	---	
			3)	4,800.00	
29. The Printing House 111 King St. E. Hamilton, Ont (Q3)	Business Services (Service)	2	1)	250.00	
			2)	---	
			3)	250.00	
30. Public Service Lighting 22 Head Street Dundas, Ont (Q3)	Lighting Specialists (Commercial)	0	1)	720.00	
			2)	1,200.00	
			3)	1,920.00	
31. Redeemer College 467 Beach Blvd. Hamilton, Ont (Q4)	Private School (Institutional)	12	1)	N/A	
			2)	N/A	
			3)	N/A	

FIRMS OR BRANCHES NEW TO THE REGION (1982) (Cont'd):

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>	
32. Roscoe, Haverty & Rankin 169 Jackson Street Hamilton, Ont (Q4)	Architects (Service)	5	1) 2) 3)	N/A N/A N/A
33. Sentry Valve Co. 326 Arvin Ave. Stoney Creek, Ont (Q4)	Safety Relief Valve (Manufacturing)	6	1) 2) 3)	1,800.00 --- 1,800.00
34. Slats, Blinds Ltd. 720 Upper James St. Hamilton, Ont. (Q1)	Interior slats, blinds (Service)	3	1) 2) 3)	480.00 --- 480.00
35. Stec's Refinishing 200 Glendale Ave. N. Hamilton, Ont (Q4)	Furniture Restoration (Service)	1	1) 2) 3)	360.00 --- 360.00
36. Surftex Canada (Div. of Hop Mac Inc.) 1036 King St. W. Hamilton, Ont. (Q1)	Conveyor belt cleaning equipment (Manufacturing)	3	1) 2) 3)	450.00 --- 450.00
37. Tabco Enterprises Ltd. Box 6057, Stn. F. Hamilton, Ont (Q3)	Business Services (Service)	2	1) 2) 3)	360.00 --- 360.00
38. Tartan Industrial Sales 334 Hatt St. Dundas, Ont (Q4)	Cutting Tools (Service)	6	1) 2) 3)	1,800.00 3,000.00 4,800.00
39. Van Rijn Enterprises 10 - 429 Dewitt Rd. Stoney Creek, Ont. (Q1)	Heat retention systems (Manufacturing)	6	1) 2) 3)	1,024.00 --- <u>1,024.00</u>
TOTAL NEW BUSINESS TAXES		363	1) 2)	103,179.00 99,300.00
TOTAL NEW REALTY TAXES			3)	202,479.00
TOTAL NEW TAXES				

A.8 FIRMS NEWLY FORMED (1982):

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>		
			1) Business	2) Realty	3) Total
1. Benros Import Mountain Ind. Park Hamilton, Ontario(Q2)	Wicker & Ratan (Commercial)	3	1) 720.00	2) ---	3) 720.00
2. Budrow Corp. 334A Hatt St. Dundas, Ont (Q4)	Pharmaceuticals (Commercial)	2	1) 2,160.00	2) 3,600.00	3) 5,760.00
3. Capricorn Int'l. Machine Sales 208-B Arvin Ave. Stoney Creek, Ont. (Q1)	Sale of metal working machines (Service)	2	1) 1,080.00	2) ---	3) 1,080.00
4. Chase Battery Specialists 35 D Burford Road Hamilton, Ontario.(Q2)	Wholesale Batteries (Commercial)	3	1) 972.00	2) ---	3) 972.00
5. Chester's 60 King St. E. Hamilton, Ont. (Q1)	Restaurant	8	1) 720.00	2) ---	3) 720.00
6. E.S.W. International Products Inc. 420 Millen Road Stoney Creek, Ont (Q4)	Electrical componenets (Manufacturing)	4	1) 4,250.00	2) ---	3) 4,250.00
7. Forsythe-Montgomery Ltd. 120 Chatham Street Hamilton, Ont (Q4)	Industrial Lubricants (Manufacturing)	6	1) N/A	2) N/A	3) N/A
8. Genn Equestrian Farm Dickenson & Nebo Rds Glanbrook, Ont (Q3)	Recreation centre (Commercial)	12	1) N/A	2) N/A	3) N/A
9. Lynfield Rubber Ltd. Mounatin Ind. Park Hamilton, Ontario.(Q2)	Rubber Linings (Manufacturing)	5	1) 1,440.00	2) ---	3) 1,440.00

FIRMS NEWLY FORMED (1982) (Cont'd.):

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>		
10. Maxwell's 165 Jackson St. E. Hamilton, Ont. (Q1)	Restaurant	20	1)	720.00	
			2)	1,200.00	
			3)	1,920.00	
11. M.E.P. Canada Ltd. 429 Dewitt Rd. Stoney Creek, Ont (Q3)	Construction Machinery (Manufacturing)	9	1)	1,800.00	
			2)	---	
			3)	1,800.00	
12. Mountain Lock & Key 673 Upper James St. Hamilton, Ont (Q4)	Security Systems (Commercial)	1	1)	N/A	
			2)	N/A	
			3)	N/A	
13. Occupational Fitness 82 Bowman Street Hamilton, Ont (Q4)	Rehabilitation (Service)	1	1)	N/A	
			2)	N/A	
			3)	N/A	
14. Rick's Autobody 139 Cannon St. E. Hamilton, Ont (Q3)	Automotive Repair (Commercial)	4	1)	1,080.00	
			2)	---	
			3)	1,080.00	
15. S & J Food Distributors Hamilton Industrial Park Hamilton, Ont (Q4)	Food Service (Retail)	4	1)	1,800.00	
			2)	3,000.00	
			3)	4,800.00	
16. Thistle Knitwear 146 Hatton Dr. Ancaster, Ont (Q3)	Knitted goods (Commercial)	4	1)	N/A	
			2)	N/A	
			3)	N/A	
17. Toth Welding & Fabricating R.R. #3 Mount Hope, Ontario (Q2)	Welding Services (Manufacturing)	N/A	1)	180.00	
			2)	---	
			3)	180.00	
TOTAL NEW BUSINESS TAXES		88	1)	16,922.00	
TOTAL NEW REALTY TAXES			2)	7,800.00	
TOTAL NEW TAXES			3)	24,722.00	

A.9 INTERNAL MOVES (1982):

COMPANY	PRODUCTS	ADDITIONAL EMPLOYEES	TAXES \$		
			1) Business	2) Realty	3) Total
1. A.D.T. Security Systems Suite 212 8 Main St. East Hamilton, Ontario (Q2)	Security Systems (Service)	5	1) 1,080.00	2) ---	3) 1,080.00
2. A.T.W. Overseas Moving Hamilton Industrial Park Hamilton, Ont (Q4)	Moving & Storage (Commercial)	6	1) 1,440.00	2) 2,400.00	3) 3,840.00
3. ABSO Blue Print Ltd. 64 Head Street Dundas, Ontario(Q2)	Blue Print Machines (Service)	3	1) 828.00	2) ---	3) 828.00
4. Advance Welding 470 Arvin Ave. Stoney Creek, Ont. (Q1)	Welding & fabricating (Manufacturing)	0	1) 6,000.00	2) 3,600.00	3) 9,600.00
5. Aerloc Industries Ltd. 64 Head St. Dundas, Ont. (Q1)	Window manufacturing (Manufacturing)	3	1) 3,600.00	2) ---	3) 3,600.00
6. Albert & Harvie Ltd. Mountain Ind. Park Hamilton, Ontario(Q2)	Pumbing & Heating (Service)	0	1) 720.00	2) ---	3) 720.00
7. Cable 8 Ltd. 150 Dundurn St. S. Hamilton, Ont. (Q1)	Community Programming (Service)	0	1) 3,014.00	2) ---	3) 3,014.00
8. Chipman Inc. 2 - 332 Jones Rd. Stoney Creek, Ont. (Q1)	Chemical sales (Service)	1	1) 900.00	2) ---	3) 900.00
9. Daly's Pattern & Mould 420 Millen Road Stoney Creek, Ont (Q4)	Insulating components (Manufacturing)	0	1) 4,590.00	2) 7,650.00	3) 12,240.00
10. The Flooring Warehouse Mountain Ind. Park Hamilton, Ontario(Q2)	Contract Services (Service)	12	1) 7,200.00	2) ---	3) 7,200.00

INTERNAL MOVES (1982) (Cont'd.):

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>		
11. Goeman's Furniture & Appliance Warehouse 659 Parkdale Ave. N. Hamilton, Ont (Q4)	Warehousing (Commercial)	0	1)	2,415.00	
			2)	N/A	
			3)	2,415.00	
12. H.T. Productions 332 Jones Road Stoney Creek, Ont (Q3)	Graphic Arts (Manufacturing)	1	1)	900.00	
			2)	---	
			3)	900.00	
13. Industrial Patterns & Models 272 Sherman Ave. N. Hamilton, Ontario(Q2)	Inudstrial Patterns (Manufacturing)	0	1)	1,080.00	
			2)	---	
			3)	1,080.00	
14. Kulka Distributors 701 Main St. E. Hamilton, Ont. (Q1)	Non-asbestos fabrics (Manufacturing)	0	1)	1,508.00	
			2)	---	
			3)	1,508.00	
15. W. Martens Inc. 403 Dewitt Road Stoney Creek, Ont (Q3)	Machine Servicing (Commercial)	0	1)	1,375.00	
			2)	2,292.00	
			3)	3,667.00	
16. Mobile Cartage & Distribution Ltd. 89 Glow St. Hamilton, Ont. (Q1)	Warehousing and distribution (Service)	3	1)	4,800.00	
			2)	1,800.00	
			3)	4,800.00	
17. Overland Western Ltd. 560 Seaman St. Stoney Creek, Ont. (Q1)	Warehousing and distribution (Service)	15	1)	7,680.00	
			2)	2,880.00	
			3)	7,680.00	
18. Pro Insul Ltd. 468 Arvin Ave. Stoney Creek, Ont (Q4)	Construction Services (Service)	5	1)	2,600.00	
			2)	4,400.00	
			3)	7,000.00	
19. Star Ornamental Ltd. 12 Commerce Court Stoney Creek, Ontario(Q2)	Ornamental Iron (Manufacturing)	5	1)	1,908.00	
			2)	3,180.00	
			3)	5,088.00	
20. Touch of Brass 5 - 580 Dundas St. W. Waterdown, Ont. (Q1)	Restorations and supplies (Service)	2	1)	1,080.00	
			2)	---	
			3)	1,080.00	
21. Trendsetter Sales 332 Jones Rd. Stoney Creek, Ont. (Q1)	Tupperware sales (Service)	0	1)	1,800.00	
			2)	---	
			3)	1,800.00	

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INTERNAL MOVES (1982) (Cont'd.):

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>
22. X.L. Filter Ltd. 659 Parkdale Ave. N. Hamilton, Ont (Q4)	Air Filters (Commercial)	2 —	1) 2,193.00 2) 3,655.00 3) 5,848.00
TOTAL NEW BUSINESS TAXES		63	1) 58,711.00
TOTAL NEW REALTY TAXES			2) 31,857.00
TOTAL NEW TAXES			3) 90,568.00

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A.10 NEW SPECULATIVE CONSTRUCTION (1982):

<u>COMPANY</u>	<u>LOCATION</u>	<u>APPROXIMATE NEW TAXES \$</u>
		1) Business 2) Realty 3) Total
1. B.M.S. Construction Ltd. 1547 Garnet Avenue Mississauga, Ont. (Q2)	Mountain Ind. Park	1) --- 2) 8,400.00 3) 8,400.00
2. Empire Developments 120 Bunker Hill DR. Hamilton, Ont (Q3)	3 Commerce Court Stoney Creek	1) --- 2) 3,180.00 3) <u>3,180.00</u>
TOTAL NEW BUSINESS TAXES		1) ---
TOTAL NEW REALTY TAXES		2) 11,580.00
TOTAL NEW TAXES		3) 11,580.00

A.11 MAJOR EXPANSIONS-(OVER \$100,000.00) (1982)

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>		
			1) Business	2) Realty	3) Total
1. Ancaster Aluminum Prod. 609 Trinity Road Ancaster, Ont (Q3)	Aluminum forms (Manufacturing)	4	1) 2,592.00	2) ---	3) 2,592.00
2. W. R. Barnes Ltd. P. O. Box 250 Parkside Dr. Waterdown, Ont. (Q1)	Refractory Products	4	1) 2,520.00	2) 1,412.00	3) 3,932.00
3. Domtar Chemicals 725 Strathearne Ave. N. Hamilton, Ont. (Q1)	Chemicals	N/A	1) N/A	2) N/A	3) N/A
4. Edson Packaging Machinery 1308 Rymal Road Hamilton, Ont (Q3)	Packaging (Manufacturing)	12	1) 3,060.00	2) 5,100.00	3) 8,160.00
5. Firestone Canada Ltd. 1575 Burlington St. East Hamilton, Ontario(Q2)	Rubber Products (Manufacturing)	300	1) 12,906.00	2) 21,510.00	3) 34,416.00
6. Hess Concrete Stone Machinery Mountain Ind. Park(Q2)	Moulds/Machinery (Manufacturing)	N/A	1) 3,600.00	2) 6,000 00	3) 9,600.00
7. Industrial Lighting Box 117 Waterdown, Ont (Q3)	Specialty Lighting (Commercial)	0	1) 1,296.00	2) 2,160.00	3) 3,456.00
8. Magic Pantry Foods Burford & Grays Rds Hamilton, Ont (Q3)	Food processing (Manufacturing)	60	1) 7,416.00	2) ---	3) 7,416.00
9. Ontario Hydro 2549 Barton St. E. Hamilton, Ont (Q3)	Hydro generation (Service)	0	1) 360.00	2) 600.00	3) 960.00

MAJOR EXPANSIONS-(OVER \$100,000.00) (1982) (Cont'd.)

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>
10. Seaway Terminals Inc. Pier 14, Wentworth St. Hamilton, Ont (Q3)	Warehousing (Commercial)	N/A	1) N/A 2) N/A 3) N/A
11. E. D. Smith & Sons No. 8 Hwy. Winona, Ontario (Q2)	Produce (Manufacturing)	N/A	1) 4,680.00 2) 7,800.00 3) <u>12,480.00</u>
TOTAL NEW BUSINESS TAXES		380	1) 38,430.00
TOTAL NEW REALTY TAXES			2) 44,582.00
TOTAL NEW TAXES			3) 82,912.00

A.12 SUMMARY OF FIRMS PLACED BY CATEGORY (1982):

<u>Category</u>	<u>Number of Firms</u>					<u>New Employees</u>					<u>Approximate New Taxes (\$000)</u>				
	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>T</u>	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>T</u>	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>T</u>
New to Region	10	11	10	10	41	165	86	94	47	392	13.8	50.8	106.1	31.7	202.4
Newly Formed	1	4	4	6	15	2	11	29	18	60	1.1	3.3	2.9	14.8	22.1
Internal Moves	9	6	2	5	22	24	25	1	7	57	-	-	-	-	- NONE -
Spec. Const.	0	1	1	0	2	-	-	-	-	-	0	8.4	3.2	0	11.6
Major Expan.	2	3	6	0	11	4	305	76	0	385	3.9	56.5	22.6	0	83.0
TOTAL	22	25	23	21	91	195	426	200	72	894	18.8	119.0	134.8	46.5	319.1

A.13 SUMMARY OF FIRMS PLACED BY MUNICIPALITY (1982):

	<u>1ST QUARTER</u>	<u>2ND QUARTER</u>	<u>3RD QUARTER</u>	<u>4TH QUARTER</u>	<u>TOTAL</u>
Ancaster	0	1	2	0	3
Dundas	1	1	1	2	5
Flamborough	2	0	1	0	3
Glanbrook	0	1	1	0	2
Hamilton	11	18	14	14	57
Stoney Creek	8	4	4	5	21
TOTAL	22	25	23	21	91

**A.14 DOLLAR VALUE OF BUILDING PERMITS  
ISSUED BY QUARTER FOR 1982**

	<u>1980 TOTAL \$ VALUE</u>	<u>1981 TOTAL \$ VALUE</u>	<u>1982 TOTAL \$ VALUE</u>	<u>1982 IND. &amp; COMM. VALUE</u>	<u>1981 IND. &amp; COMM. %</u>	<u>1982 IND. &amp; COMM. %</u>
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ANCASTER

1st Quarter	2,281,251	1,558,700	1,764,300	NIL	9.42	N/A
2nd Quarter	4,196,536	4,820,944	4,102,050	22,000	3.09	.54
3rd Quarter	3,492,600	3,031,670	1,120,800	117,000	10.04	10.44
4th Quarter	2,022,126	1,710,970	2,092,850	46,800	7.34	2.24
	<u>11,992,513</u>	<u>11,122,284</u>	<u>9,080,000</u>	<u>185,800</u>	<u>6.53</u>	<u>2.05</u>

DUNDAS

1st Quarter	369,251	990,873	458,437	20,718	.51	4.52
2nd Quarter	640,070	1,727,698	1,833,044	911,689	2.98	49.74
3rd Quarter	418,755	1,226,454	3,038,471	95,000	7.68	3.13
4th Quarter	281,457	832,029	858,138	NIL	19.90	N/A
	<u>1,709,533</u>	<u>4,777,054</u>	<u>6,896,609</u>	<u>1,027,407</u>	<u>6.62</u>	<u>14.90</u>

FLAMBOROUGH

1st Quarter	517,450	1,612,462	717,475	261,700	16.26	36.48
2nd Quarter	1,677,266	5,003,030	2,422,318	143,200	4.31	5.91
3rd Quarter	2,990,069	2,300,694	2,125,040	434,000	9.33	20.42
4th Quarter	2,202,218	1,921,150	3,089,472	122,382	38.96	3.98
	<u>7,387,003</u>	<u>10,837,336</u>	<u>8,354,305</u>	<u>961,782</u>	<u>13.29</u>	<u>11.51</u>

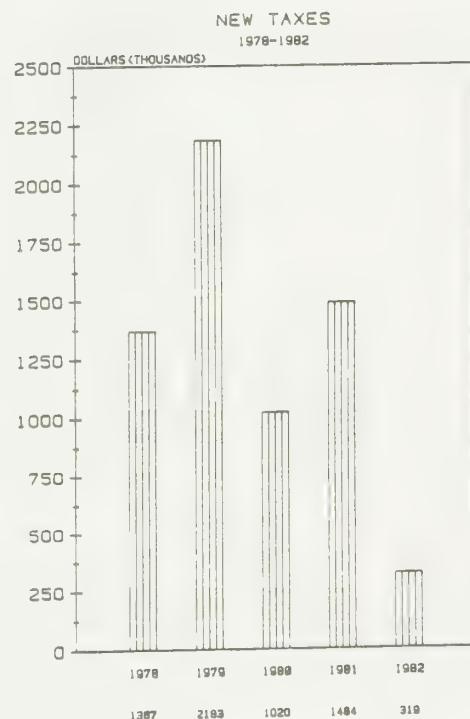
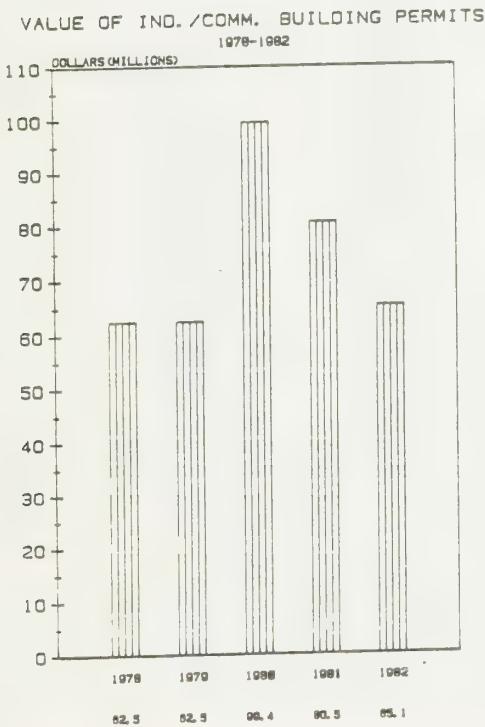
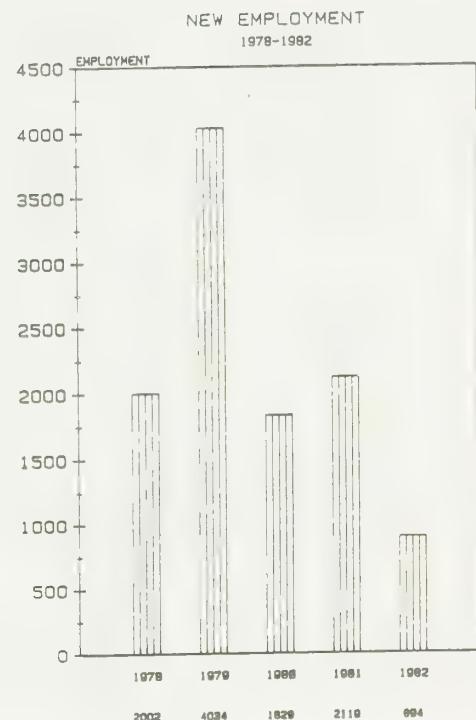
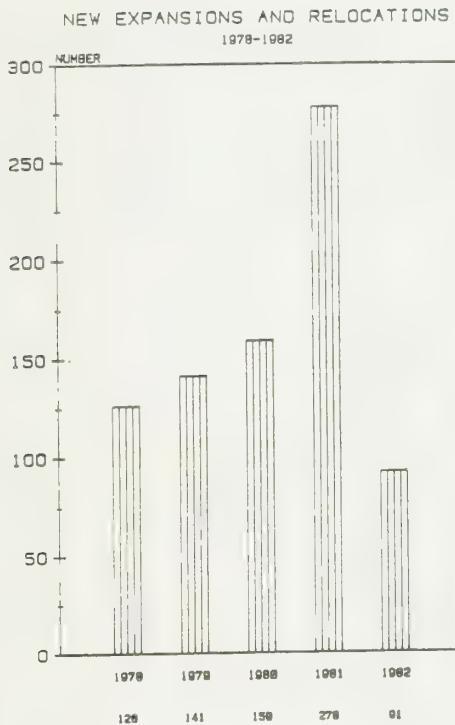
GLANBROOK

1st Quarter	542,718	403,400	201,575	NIL	23.00	N/A
2nd Quarter	1,456,743	684,180	1,179,500	118,000	9.43	10.00
3rd Quarter	1,069,622	393,250	575,000	41,500	10.43	7.22
4th Quarter	178,820	430,800	10,527,000	10,000,000	6.73	95.00
	<u>3,247,903</u>	<u>1,911,630</u>	<u>12,483,075</u>	<u>10,159,500</u>	<u>11.89</u>	<u>81.39</u>

DOLLAR VALUE OF BUILDING PERMITS  
ISSUED BY QUARTER FOR 1982 (Cont'd.)

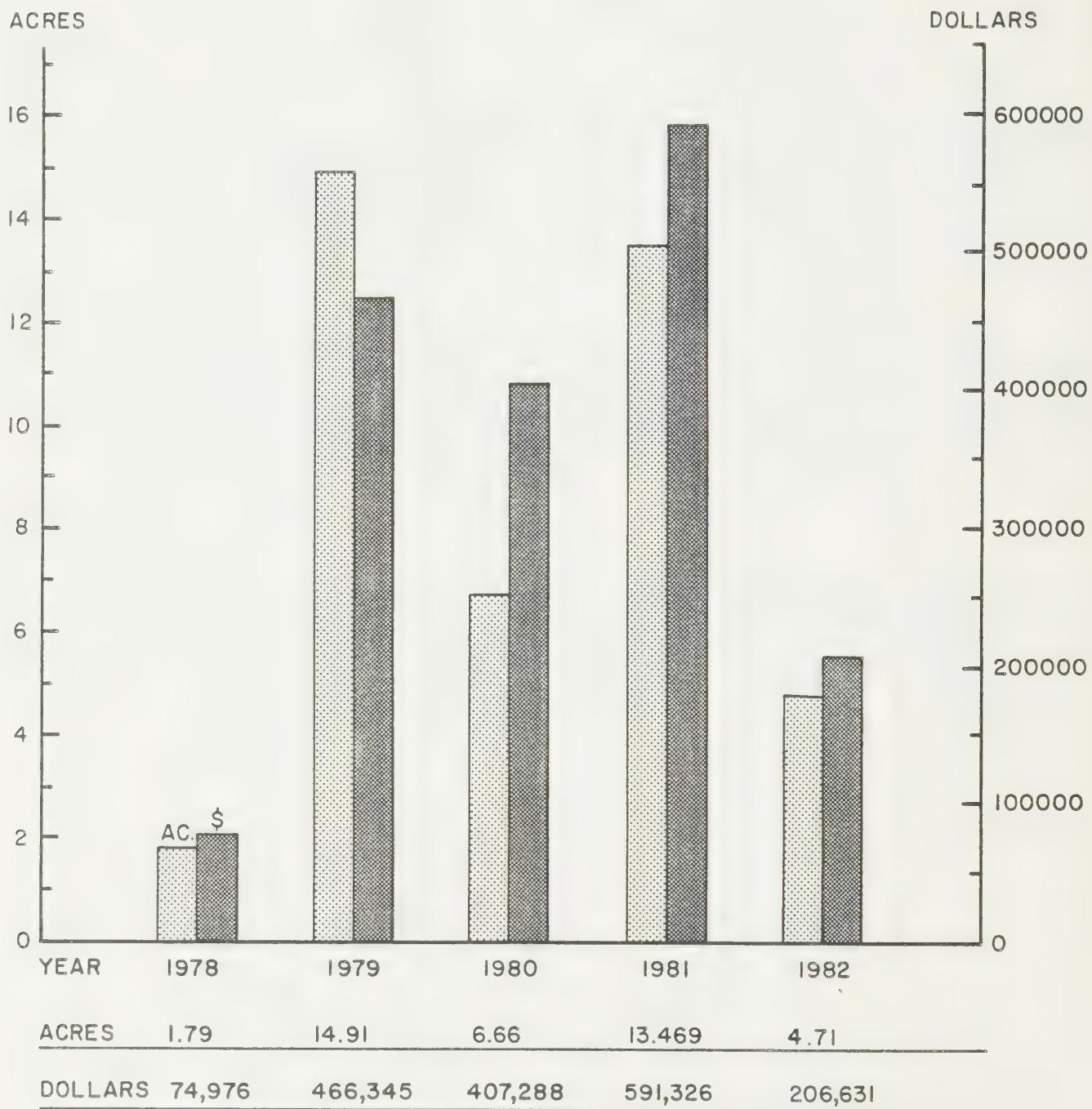
	<u>1980 TOTAL \$ VALUE</u>	<u>1981 TOTAL \$ VALUE</u>	<u>1982 TOTAL \$ VALUE</u>	<u>1982 IND. &amp; COMM. VALUE</u>	<u>1981 IND. &amp; COMM. %</u>	<u>1982 IND. &amp; COMM. %</u>
<u>HAMILTON</u>						
1st Quarter	22,418,260	25,353,105	25,118,637	19,194,971	51.23	76.42
2nd Quarter	42,631,813	33,408,938	27,128,808	15,757,582	55.71	58.09
3rd Quarter	24,913,994	27,744,565	26,664,222	13,383,265	73.78	50.19
4th Quarter	29,786,166	26,226,719	15,833,364	3,376,346	77.69	21.32
	<u>119,750,233</u>	<u>112,733,327</u>	<u>94,744,031</u>	<u>51,712,164</u>	<u>64.26</u>	<u>54.58</u>
<u>STONEY CREEK</u>						
1st Quarter	2,671,900	3,979,900	2,312,150	100,000	6.60	4.32
2nd Quarter	6,076,840	14,911,950	5,949,500	703,200	9.92	11.82
3rd Quarter	6,957,850	6,630,850	4,070,600	249,000	46.46	6.12
4th Quarter	7,033,050	7,601,790	4,684,225	21,600	7.32	.46
	<u>22,739,640</u>	<u>33,132,990</u>	<u>17,016,475</u>	<u>1,073,800</u>	<u>16.23</u>	<u>3.97</u>
<u>REGIONAL TOTALS</u>						
1st Quarter	28,800,830	33,898,440	30,572,574	19,577,388	40.59	64.04
2nd Quarter	56,679,268	60,556,740	42,615,220	17,655,671	33.97	41.43
3rd Quarter	39,842,890	41,327,483	37,594,133	14,319,765	58.57	38.09
4th Quarter	41,503,837	35,884,268	147,574,495	13,567,628	60.50	9.19
	<u>166,826,825</u>	<u>200,143,831</u>	<u>249,356,422</u>	<u>65,120,452</u>	<u>40.24</u>	<u>26.12</u>

# PERFORMANCE INDICATORS



## SALES OF PUBLICLY OWNED INDUSTRIAL LAND

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(B) TOURISM AND CONVENTIONS REPORT 1982

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1. TOURISM

The following is a review of the marketplaces and familiarization tours in which the Tourist and Convention Services participated in this year.

Familiarisation Tour for 25 Mexican Travel Agents - January 27, 1982.

Accommodation at Holiday Inn - Hamilton. Dinner at Mother's (Westdale) bus tour and breakfast - courtesy Region.

Familiarization Tour - D & F Transit - February 24, 1982.

Regional slide presentationn shown. Tourist literature supplied (45 operators).

I.T.B. Berlin - February 26 - March 5, 1982.

Marketplace, sales calls and congress mart at the largest tourist show in the world. Co-op program with Canadian Government Office of Tourism and the Ontario Ministry of Tourism and REcreation. Over 5,000 delegates.

Canadian Government Office of Tourism Spring Travel Show - March 7-10, 1982.

Detroit, Grand Rapids and Frankenmuth, Michigan - travel trade and consumer shows (over 3,000 attending)

Canada Calling Program, London, England - March 7-10, 1982.

Trade show for travel trade and international congress meeting planners. Co-op program with Ministry of Tourism and Recreation and Canadian Government Office of Tourism.

Familiarization Tour - Eric Bus Lines - March 15, 1982.

Regional slide presentation shown. Tourist literature supplied (46 leaders.)

Cleveland Travel & Outdoor Show - March 18-19, 1982.

Lady Hamiltonn Club members assisted our Department by staffing booth. Consumer show, estimated attendance 200,000 people.

Canadian Government Office of Tourism Travel Show - April 19-22, 1982.

Buffalo, Rochester, Syracuse, N.Y. Consumer and travel trade show. (over 7,000 consumers and travel trade).

Shoppingtown Mall, Syracuse, N.Y. - April 28-May 1, 1982.

Holiday Inn, the Plainsman, Flamboro Downs, Dundurn Castle joined us in this mall promotion. A giveaway "Win a Weekend in Hamilton-Wentworth" was drawn.

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Familiarization Tour for 28 Mexican Travel Agents - May 21, 1982.

Accommodations at McMaster University. Dinner at Carlos & Harry's (courtesy Hillcrest Group of Fine Restaurants) light lunch courtesy Battlefield House; bus tour courtesy Region. Tourist literature supplied.

Westmount Mall, London, Ontario - May 27-29, 1982.

Flamboro Downs joined us in this shopping mall promotion. A giveaway "Win a Weekend in Hamilton-Wentworth" draw was held.

Mid-Town Shopping Mall, Rochester, N.Y. - June 3-5, 1982.

This promotion was well attended, and approximately 2,500 brochures distributed. A giveaway "Win a Weekend in Hamilton-Wentworth" draw was held.

Lakefront Trailways Bus System - Familiarization Tour - August 7-8, 1982.

Mr. Allen Kinney, President, Lake Front Trailways Bus System, Cleveland, visited Hamilton-Wentworth. Through the co-operation of the Region's accommodation, restaurant and attraction sectors, Mr. Kinney was given an opportunity to see our area firsthand.

London Free Press Travel Show - London, Ontario - September 24-26, 1982.

This consumer show was a huge success with 16,429 people attending. A draw for "Win a Weekend in Hamilton-Wentworth" was held.

Canadian Government Office of Tourism Travel Show - September 28-30, 1982.

This was the Winter Product Launch - Syracuse Rochester and Buffalo, NY. Exclusively travel trade, with approximately 500 attending each show.

Canadian Government Office of Tourism Winter Travel Show - October 5-7, 1982.

Detroit, Grand Rapids and Bay City, Michigan. Travel Trade shows with 700 attending.

Bluebird Coach Lines, Buffalo, N.Y. - October 23, 1982.

Met with 400 of the area's top travel agents and group leaders. Consumer show was also held with an estimated 2,000 attending.

Lake Front Trailways, Cleveland Group Leader Marketplace, Cleveland, Ohio - October 23, 1982.

Met with approximately 450 group leaders attending this marketplace.

Cleveland Plain Dealer Travel Show, November 1-2, 1982.

Met with approximately 500 group leaders and travel agents from Ohio and Pennsylvania.

National Tour Brokers Association Convention, Toronto, Ontario - November 8-12, 1982.

Met with national tour brokers. Some convention delegates were our guests on a pre-convention familiarization tour.

Lincoln Coach Lines, Pittsburgh, Pa. - November 20, 1982.

Travel trade and consumer marketplace. Attendance averaged approximately 450 group leaders.

D & F Transit Marketplace - Buffalo, N.Y. - November 22, 1982.

Met with 350 group leaders from education, industry, churches and senior citizens clubs in the Buffalo area.

American Bus Association, Cincinnati, Ohio - November 29-December 4, 1982.

Opportunity to meet with 60 motorcoach people in a computerized marketplace, who are very interested in bringing their tours to Hamilton-Wentworth. Over 2,000 delegates attending.

Blue & White Coach Lines, Altoon, Pa. - December 11-12, 1982.

Met with 400 group leaders from senior groups, industry, churches and education. The consumer portion of this marketplace attracted 3,000 people. This company has 70 luxury buses travelling throughout US and southern Ontario.

#### Guided Bus Tours.

This year our department planned over 60 bus tours for groups visiting Hamilton-Wentworth. Guides were provided for many of these tours. We also orgainzed a great many outings for visiting convention delegates and their families.

#### Tourism Figures for 1982.

<u>Booth</u>	<u>1982</u>
Royal Botanical Gardens	29,938
African Lion Safari	12,818
Confederation Park	6,267
*Downtown Hamilton Gore Park	4,777
	53,800 (increase of 2.5% over 1981)

\*Last year this booth was located at Clappison's Corners.

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## 2. Convention

### New York City - February 1-5, 1982.

Participated in marketplace with New York Society of Association Executives. Over 300 association executives toured the area. Participated in marketplace with the Canadian Government Office of Tourism and made sales calls on associations and bus tour operators.

### Chicago - February 8-11, 1982.

Canadian Government Office of Tourism marketplace. 35 representatives from Canada participated. Also made sales calls on associations and tour operators.

### Pittsburgh - March 16, 1982.

Made sales calls on association travel agents. Attended Canadian Government Office of Tourism marketplace attended by approximately 40 incentive travel and association representatives.

### Brantford - April 05 - 06, 1982

Attended the Ontario Association of Convention Bureaux Conference.

### Ottawa Sales Blitz- May 04 - 07, 1982

Face to face contact made with 126 associations. There were 2 receptions held -Bus & Travel Agents Reception was attended by 50 agents and the Association Executives Reception was attended by 100 delegates.

The Ontario Ministry of Tourism and Recreation underwrote 50% of receptions and balance equal to partners.

### Toronto - May, 1982

Ontario Association of Convention Bureaux organized a marketplace in Toronto for Association Executives. 200 Association Managers and staff attended the marketplace, representing 100+ associations. The Ontario Ministry of Tourism and Recreation sponsored 50% of the reception. The Hamilton Convention Centre, Royal Connaught Hotel and our department attended.

### Institute of Association Executives - Toronto - August 5 - 10, 1982

450 Association Executives representing 300 + Canadian Associations were in attendance. A marketplace hosted by the Ministry of Tourism and Recreation gave us the opportunity to discuss with the delegates the importance of convening a future conference in Hamilton-Wentworth. We gave away a picnic basket based on the theme "Picnic In Ontario." The delegates were brought to our Hamilton Convention Centre for an evening that was the highlight of the convention.

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American Society of Association Executives, Chicago - August 12 - 18, 1982

The Canadian Government Office of Tourism co-ordinated a Canada Section in the Marketplace. Hamilton-Wentworth was assigned two 8 x 10 booths with 100 sellers from Canada.

Cleveland - March 18 - 19, 1982

Canadian Government Office of Tourism Marketplace for area association executives. Plus attending Sportsman Show at which Hamilton-Wentworth had a booth to promote the Region to the over 200,000 attending.

Washington - November 14-19, 1982

Canadian Government Office of Tourism Marketplace and Sales calls on area associationn executives.

Ottawa - October 24 - 29, 1982

Ontario Association of Convention Bureaux Marketplace for National Association Executives. Also contacted 29 associations while on this promotion.

Sales Calls.

Made 32 weekly sales trips to Toronto averaging 6 calls per visit for a total of 192 associations contacted. All sales efforts produced 800+ associations contacted for 1982.

Leads to all Partners 34

Bid Letters 15

Letters of Invitation 31

Year Ending December 31, 1982

Number of Conferences	131
Number of Delegates	62,175
Revenue generated	\$17,720,000

1983

Todate we have booked 10 major conferences alone totaling 8,500 delegates and expected to generate revenue in excess of \$2,422,500. We expect to host a total of 134 conventions and trade shows for 1983.

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Summary:

In 1982 the Regional Municipality enhanced its heritage attractions with the addition of an operating historical steam engine in an outstanding building unique in North America, the 1859 Hamilton Pumphouse. At the same time, Wentworth Heritage Village enjoyed record attendance for the second year in a row, substantially improved its buildings and collections, and won recognition for its innovative programmes.

I. Administration

"Hamilton-Wentworth Historical Advisory Board" was the new name given to the Board to reflect its enlarged responsibilities, for the Pumphouse as well as the Village. By year's end, a Pumphouse Curator (temporary) was at work, and several successful Steam Days had highlighted its season.

For the second successive year, Wentworth Heritage Village sustained a 12% increase in attendance, welcoming 33,127 visitors. This increase was despite the economic conditions, a second year of heavier-than-usual rain (50 days during the season), and a cold summer, all of which resulted in a 25% decline in General Admission visitors, which was offset by an 81% increase in tour group attendance. Visitor revenues rose by 41%, gross sales at the Gift Shop by 43%, and Food Services gross by 56%. These increases are all the more remarkable when contrasted with the general 10% drop in Niagara-Midwestern attractions attendance reported by the Provincial Attractions Monitor, in which the Village participates.

The Village also attracted \$164,002 in grants from the two senior levels of government, an increase of almost \$100,000 over the previous year. These grants not only recovered tax dollars for expenditure in the Region, but also created 30 jobs, providing 532 weeks of work in 1982.

The increasing professional stature of the Village was recognized by the Cultural Property Board, when it designated the Village as a Category A Institution. Almost immediately this designation was utilized to obtain tax deductibility for a most important donation, the complete machinery and a large associated collection from Canada's last remaining hat block shop, dated 1892 to 1916. Another donation is scheduled for application under the Act in 1983, as the designation continues to attract serious donors.

Towards the end of the year the Village assisted in the formation of the Hamilton-Wentworth Heritage Cooperative, an association of some 18 museums in the Region. The Cooperative also obtained a job creation grant, which will enable it to explore the potential for joint Regional museum marketing, purchasing and conservation projects in 1983.

Other administrative changes in 1982 were the certification of a bargaining unit for Village staff, and the production of the first operations manual for Village employees.

## 2. Buildings and Grounds

Three new buildings were added to the Village in 1982. The Potts Building was constructed on the 1975 foundations intended for it as a "mud block house"; although the initial project proved impracticable, the building has been erected as an exterior replica, with the interior to be complete with environmental controls and security systems to museum standards, with the help of a \$19,500 grant from the National Museums of Canada. A carriage drive shed replica was added behind the D'Aubigny Inn, with the help of a donation from the Canada West Society; in 1983 it will display the Village stagecoach and related artefacts. A new storage shed was also completed, with the aid of the Ontario Employment Incentive Programme; since the new shed will accommodate materials, equipment and vehicles, it frees the other Village storage areas for exclusive artefact storage use.

Six structures were extensively renovated: two offices were added to the Toll House, with the aid of the O.E.I.P. grant, primarily to enclose the pipes so that the washrooms might be able to function year-round; floors and joists were replaced in the 1810 native log building, in preparation for its restoration in 1983 as a native home; both cabooses were re-roofed, with the van acquired in 1981 renovated for office use and repainted; the second floor of the Dry Goods Store was plastered, insulated and added to Village displays, with the help of a July 1 Grant; the second floor of the display barn was completed, adding 1200 square feet of display space there; and the Boot, Shoe and Harness Shop was renovated to allow demonstrations, making the barriers movable, and increasing the chimney height to a safe level.

Other improvements to the display were the installation of a plaque to the founders of the Village at the entrance; erection of a track for live steam; fencing of the pasture, allowing the Village to add cattle and sheep, loaned by neighbours, to the displays for the first time; replacement of the wire barriers and chicken wire in the barns with rails and wattling; removal of the cornerstone from the Village green to a more appropriate display point; the drilling of wells on the Lockhart farm and in the schoolyard, where pumps will be added in 1983; the renovation to working order of all three fireplaces in the Village, and the moving of all the stoves, formerly stored in the native log house for installation in appropriate historical buildings; renewed chinking in all log buildings; and the addition of tie-up rails to the Village Inn, drive shed, and General Store.

## 3. Collections

The major new acquisitions underlined the interest of the Village in early industry. In addition to the complete machinery from Canada's last remaining hat block shop, the Village acquired another complete turn-of-the-century factory collection, an industrial blacksmith shop used for the manufacture of tinsmiths coppers, donated by Brown Boggs of Hamilton. Other outstanding acquisitions were an 1867 barn donated by Garfield Smith of Ancaster; the upper facade of a commercial building from Main Street in Dundas, dated 1849; several agricultural implements from the Ontario Agricultural Museum; and 230 fence pickets formerly around a church in Jarvis, donated by Mr. Philip Colwell of Ancaster.

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Nor was the preservation of the existing collection neglected. The most urgent task was the conservation of the TH&B Locomotive, which was undertaken and largely completed with the aid of the O.E.I.P. grant. Ultra-violet filters and insulation were installed in the historic building with the most vulnerable collection, the Dry Goods Store. And for the first time concealed electric heat reached one of our historic buildings, the Edmundson House, where it will be used to initiate a programme to control relative humidity in the coming year. An Experience '82 grant allowed for some progress during the summer on cataloguing problems.

#### 4. Programmes

The brightest addition to Village displays in 1982 was the second floor of the Dry Goods Store, where a seamstress's living and working quarters was installed -- authentically reflecting the history of that building, where such work was done. The cows and sheep loaned by neighbours to the newly fenced pasture were probably the most popular new attraction, except on Steam Days when the Golden Horseshoe Live Steamers provided rides on their model vintage trains.

The remarkable 81% increase in tour groups reflected both an increase in school tours, including a pilot programme of a morning-long hands-on involvement visit with the Hamilton Separate School Board, and an increase in adult and seniors' bus tours, including a Gray Coach bus tour weekly from Toronto. Some 750 educational kits were prepared and distributed to teachers. Children's programmes were offered in summer thanks to a Summer Canada grant, and in late fall with the aid of the O.E.I.P. grant.

Wentworth Heritage Village is "fast becoming known for its innovative and animated programming which draws new audiences to the Village annually", reported the September newsletters of the Ontario Historical Society Museum Section. Courses in interpretation and spinning were offered, but probably most noteworthy was the Living History Drama programme that culminated in a play based on the life of the seamstress in the Dry Goods Store, presented most successfully on July 1. Other popular special events were Steam Day, featuring the 1897 Thomson Steam Calliope; Energy Days, including a dog-powered butter churn demonstration; a one-woman play based on the writings of Susannah Moodie; a wooden pump-making demonstration by the Curator of Agricultural History from the National Museum of Science and Technology; concerts by the Hamilton Philharmonic String and Brass Quartets in the Village Church; Arbor Day, on which a maple tree was added to the schoolyard; St. Andrew's Day, with pipe band and Scottish dancers; a full schedule of Christmas activities, with the Village seasonally decorated; two visits of authors to the Gift Shop to autograph new books, one on the history of Hamilton and another, a Flamborough historical romance; and successful repeats of Photographers' Days, Collector's Days (attended by 25 collectors), and Teacher's Days, also featured in spring and fall.

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The Village's first guidebook, a handsome 64-page publication with four colour pages and cover entitled A Living Village, greatly improved interpretation services. Six postcards and three large and very attractive posters further aided both publicity and publication sales. The brochures produced in 1981 were distributed widely and quickly became the most important means of Village publicity, based on a survey taken in August. Towards the end of the year, some 20 trailblazers were erected on Regional and Flamborough Township roads, although no improvements have yet been achieved on Provincial highways.

Volunteers continued to play a vital role in heritage activities in the Region. The Friends of the Village adopted a formal constitution, elected their first executive, and opened a small bank account; their members were meanwhile invaluable to all aspects of the Village, from interpretation of the buildings through cataloguing, artefacts and replicas, to organizing the library. The Canada West Society not only repeated a successful Canada West Day, but also sponsored the erection of the Inn Drive Shed replica which will display the Village stagecoach. And at the Pumphouse members of the Institute of Power Engineers continued their phenomenal work, solving engineering problems to put that unique historical attraction into operation on steam again. To all of these volunteers at both sites, the progress of the Village and the Pumphouse in 1982 is very much a tribute.



The 1983 programs for the Economic Development Department have been divided into seven separate functional areas, namely:

- A. Business Development
- B. Local Promotion
- C. Conventions Promotion
- D. Tourism Promotion
- E. Industrial Land Banking
- F. Wentworth Heritage Village
- G. Old Hamilton Pumphouse

The majority of programs have commenced in 1979 under the basic five-year marketing plan, as approved by the Regional Council.

Some revisions and refinements will be implemented to meet the economic environment in 1983, as recommended by the Economic Development Committee and approved by Council.

A. BUSINESS DEVELOPMENT

The Business Development Program will reflect the (Action Plan 1983-1985) which puts specific emphasis on maintaining existing jobs, rehiring the unemployed and finally creating new jobs.

Media Campaign

- 1. To promote the viable economic environment of the Region and the advantages of its ideal location.
- 2. To attract new business to the Region by increasing the Region's share of mind among executives in Canada, Europe, Far and Middle East.
- 3. To encourage existing companies to expand and relocate within the Region, rather than leaving.
- 4. To market industrial land owned by the Region/City.
- 5. To generate leads sufficient to attract a number of new firms to the Region in 1983 and to provide impetus for existing firms to remain in the Region.
- 6. To entice entrepreneurs to form new companies in Hamilton-Wentworth.
- 7. To promote the feasibility of joint ventures and licensing arrangements in the Region.

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#### Lead Generation and Follow-up

1. To follow up leads generated from media advertising, direct mail and referral sources.
2. To conduct tours of industrial, commercial and retail sites within the Region.
3. To develop staff skills in economic development.
4. To provide quick and efficient response to clients on a one-to-one basis.
5. To represent Hamilton-Wentworth on a competitive basis with other municipalities in all situations.
6. To increase staff knowledge of the state of the art in economic development in order to remain competitive.

#### Trade Fairs

1. To participate in certain local, national and international trade shows and contact as many as possible of the exhibiting companies.
2. To hold interviews with company representatives who have shown interest in locating in Canada and advise them of the advantages of Hamilton-Wentworth.
3. To obtain direct contacts through international Canadian offices and banks established in target market areas.
4. To follow up on existing serious inquiries.
5. To identify export and joint venture opportunities.
6. To market City/Region industrial land.
7. To disseminate Government incentive and assistance programs.
8. To establish Hamilton-Wentworth as a viable location for new investments and expansions.
9. To seek and find potential clients for new business in the Region.

#### Direct Response Mail

1. To acquire new business for the Region by soliciting potentially interested companies nationally and internationally through the direct mail technique.

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- 2. To reinforce a positive image of Hamilton-Wentworth in the minds of senior executives in major corporations, on a selective bases.
- 3. To market Regional/City owned industrial land.
- 4. To provide concise and useful information to executives, locally and outside the Region.
- 5. To bring the Region's name and advantages in front of industrial/commercial decision makers in at least 500 companies.

#### Brochure Promotion

- 1. To present to qualified prospects a complete statistical picture of Hamilton-Wentworth providing pertinent facts and figures.
- 2. To create specialized reports for large companies considering a Hamilton-Wentworth location tailored to their particular site selection criteria.
- 3. To allow for integration with other literature to create a "personal" look package.
- 4. To market Regional/City properties.
- 5. To show qualified clients the advantages of locating in Hamilton-Wentworth.
- 6. To provide adequate supporting material to ensure the effectiveness of other aspects of the business promotional activities.
- 7. To undertake economic research, analysis and reporting in areas required by Council.

#### Newsletter

- 1. To provide a high quality newsletter of positive information on Hamilton-Wentworth.
- 2. To keep in touch with local business, potential industrial clients, local elected officials, municipal employees, Cabinet Ministers in both the Federal and Provincial Governments, and trade union officials.
- 3. To increase the awareness of the positive economic climate in Hamilton-Wentworth.
- 4. To keep our name in front of potential clients and those in a position to assist the Region.

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- 5. A computer presorting system will be implemented to allow postage cost reduction by way of bulk mailing.

#### Foreign Trade Zone - Consulting

Regional Council commissioned the Foreign Trade Zone study in 1982 and according to Council decision, the report will be widely disseminated to request comments from the business community.

#### Industrial Parks Management

- 1. To conduct regular tours of the Regionally owned industrial parks.
- 2. To conduct comparative tours of industrial parks in other municipalities from time to time.
- 3. To inspect industrial parks undergoing development and construction work.
- 4. To maintain an active file of drawings on the industrial parks, containing a quick reference on park occupants, subdivision plans, services and any other pertinent information.
- 5. To meet with other Regional staff in different departments with regard to industrial parks management.
- 6. To upgrade the industrial parks management.
- 7. To provide the development officers with better tools for faster response and efficient promotion efforts.
- 8. To provide better elements in keeping with the Region's competitiveness with other municipalities.

#### B. LOCAL PROMOTION

- 1. To change the attitude of Regional residents toward the Region, and to promote local activities and attractions to Regional residents.
- 2. To provide a 24-hour a day service to local (Regional) and other individuals including press who want or require updated information on all activities in the Region, and to provide updated information to tourists and convention delegates.
- 3. To provide an automated phone-in service for news about the Region.

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## C&D CONVENTIONS & TOURISM PROMOTION

### Motorcoach Program - 1983.

One staff member in the department will specialize in Motorcoach promotion only. Sales calls would be made in the Chicago, Boston, New York, New Jersey, Buffalo, Rochester, Syracuse and Cleveland areas. Marketplaces will be held at National Tour Association, American Bus Association and Ontario Motorcoach Association. In 1981 we began a direct mail campaign to all members of American Bus Association which is beginning to pay off. If we continue to package the area, we offer a much needed alternative as a destination stopover in Ontario. We will work very closely with the Ontario Ministry of Industry and Tourism on this important sector.

### Media Proposals - 1983

Media in 1983 will see a continuation of our consumer event oriented advertising in Detroit, Buffalo and Rochester. Other cities are currently being reviewed. Motorcoach advertising when started in 1982 via trade publications and two new advertisements will continue especially for this market. Convention advertising was reduced in 1982 to allow for more face-to-face and one-on-one type of sales.

The Convention Centre will continue to primarily market locally. We will support their efforts via providing editorial support, slides, films and colour separations and limited advertising in selective publications. A new advertisement will be created in 1983 to highlight our excellent facilities.

### 1983 Sales Blitzes

Convention sales blitzes for the Hamilton Sales Team will be held in Toronto and Ottawa in 1983. Format will be a cost-sharing agreement with the Ontario Ministry of Industry and Tourism and the Hamilton-Wentworth partners. Invitations will be issued to Canadian National Association Executive Directors to attend a reception to meet with members of the team and view our audio visual show. Sales calls on the executives will follow the next day with each member of the team being assigned calls which will be collated later for each member to receive the full report.

### Shopping Mall Consumer Promotion

To interest and lure tourists into Hamilton-Wentworth, we propose to stage promotions in five different shopping malls in 1983 - Buffalo, Rochester, Syracuse, Ottawa and London. The draw will be to win a weekend in Hamilton-Wentworth including accommodation, a theatrical performance, a meal or two and passes to our attractions. Newspaper advertising in each area will precede the exhibit to attract the consumers to the mall and to our promotion.

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### Venue Canada - 1982

In 1977, a program to interest International Associations to meet in Canada was started. The idea of Venue Canada is to identify those area residents who are members of International Associations and invite them to attend a reception to encourage them to bring their next open congress meeting date to Hamilton-Wentworth. This program has worked well across the country. The meeting should be held in May of 1983 and again in September 1983 in a downtown hotel or at the Convention Centre.

### Marketplaces/Trade Shows

Marketplaces will again be supported twice a year in Michigan and New York for the tourist trade; and Washington, New York and Chicago for convention/corporate markets for a total of twelve marketplaces. Motorcoach shows for Michigan Trailways, Lakeshore Trailways, Bluebird, D & F Transit, etc. will continue.

### Data Bank - One-Stop Shopping

To enable our theme of "One-Stop Shopping" we are attempting to set up a confidential data bank of availability among the major properties involved in the convention sector. Our proposal is to place on our word processor the booking availability of the downtown hotels, Hamilton Place entertainment and the Convention Centre. Each week, the properties would submit to us, in confidence, the availability of space (space booked, rooms available) to enable an instantaneous reply which would be advertised later in 1983.

### Tourism and the Arts

"Make a Buck from Bach" - several communities across North America have started programs to tie their cultural communities into their tourism counterparts to the mutual benefit of each. People travel for cultural experiences and Hamilton-Wentworth has a lot to offer the tourists. Packages will have to be designed in collaboration with the Hamilton Regional Arts Council who look forward to our involvement.

### Exhibit

A new lightweight exhibit is planned in 1983 with support being asked from the Ontario Ministry of Tourism & Recreation to a maximum of \$2,500 to enable more effective marketing as a viable destination.

Although the number of Conferences and Trade Shows are expected to remain constant for 1983, most major centres are anticipating a slight drop in the number of delegates attending these conferences. The economy is naturally the major contributing factor. This may, however, prove beneficial to Hamilton-Wentworth as our hotel rates are generally 25 - 30% lower than the major centres. Short-term conferences could change their locations to reduce their registration fee and ensure the maximum number of delegates attending the conference.

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#### E. INDUSTRIAL LAND BANKING

In 1983 the Department will continue the repayment of money spent from the capital levy for the acquisition of industrial land. Furthermore, additional monies will be spent on design and construction works in the following parks: Ancaster, Phase I, North Glanbrook, Stone Church, Rymal and Mountain.

#### F. WENTWORTH HERITAGE VILLAGE

The objectives of the Village in 1983 are to continue to improve the quality of the Village in order to maintain at least the 12% rate of increase in attendance year over year and to provide Hamilton-Wentworth residence and visitors with the highest quality service possible. In order to continue to attract Federal and Provincial grant support, the Village will continue to maintain its professional stature. Restraint on expenditures will be exercised and revenues will be based, in part, on a user pay basis.

#### G. OLD HAMILTON PUMPHOUSE

Activities in 1983 will centre around a full year's operation of the Pumphouse. Interpretation of the heritage associated with the 1859 Hamilton Pumphouse will be demonstrated.

It is estimated that approximately 7,500 visitors will tour the facility. The Pumphouse will apply for a museum operating grant in 1983.



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